



T.C.
ÇANKIRI KARATEKİN UNIVERSITY
INSTITUTE OF FINE ARTS
DEPARTMENT OF ART AND DESIGN

**FROM GRAPHIC DESIGN TO INNOVATIVE
TECHNIQUES: THE PRACTICES OF
CONTEMPORARY INTERACTIVE ADVERTISING**

Angham Salim Abdulhadi ALFHAYLAWI

MASTER'S THESIS

Supervisor
Prof. Dr. Muhammed Emin SOYDAŞ

Çankırı – 2022

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SCHOLARLY ETHICS STATEMENT

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FOREWORD

This thesis is concerned with the aspects of contemporary interactive advertising and the current ability to employ and activate advertisements in a creative manner that is consistent with all that falls within its framework. As a graphic designer, I have recently been more interested in interactive advertisements and this resulted in choosing this topic for a master's thesis.

As to the completion of this work, I would like thank to my thesis supervisor, Prof. Dr. M. Emin Soydaş and to the second supervisor Nsiyf Jassem Mohammed Al-Jassani.

And finally I am grateful to the one who honored me by bearing his name, and who sacrificed for me, my dear and precious father; to my dearest mother; to the bond and safe haven, my family; and to everyone who contributed to my education.

1/8/2022

Angham Salim Abdulhadi ALFHAYLAWI

ABSTRACT

Thesis Title: From Graphic Design to Innovative Techniques: The Practices of Contemporary Interactive Advertising

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Supervisor: Prof. Dr. Muhammed Emin SOYDAŞ

Thesis Type: Master's

Interactive advertising is a pioneering idea in the world of advertising and promotion of services and products, as it is keen to find common ground between designers and recipients, which provides the opportunity for the client to share proposals that serve the advertisement and give it some developmental touches. Its novelty lies in its departure from the framework and mold of traditional stereotyped advertisements. Therefore, it was necessary to highlight the role of interactive advertising in the process of meeting the requirements of the consumer, especially since design and advertising form an integrated system of pillars in achieving the desired goals. Here arises the problem of this study, which seeks to understand and analyze the current state of interactive advertising. This thesis tries to observe the background, basics, characteristics and applications of contemporary interactive advertising, including the types and methods. It involves both interactive advertising and its relation to marketing preferences and influencing consumer behavior. In this work, I explore interactive advertising with respect to its impact on the consumer and I do this through the analysis of a sample group of advertisements.

Keywords: interactive advertising, advertisement analysis, marketing

ÖZET

Tezin Başlığı : Grafik Tasarımından Yenilikçi Tekniklere: Çağdaş Etkileşimli Reklamcılık Uygulamaları

Tezin Yazarı : Angham Salim Abdulhadi ALFHAYLAWI

Danışman : Prof. Dr. Muhammed Emin SOYDAŞ

Tezin Türü : Yüksek Lisans

Etkileşimli reklamcılık, hizmet ve ürünlerin reklam ve tanıtımı dünyasında öncü bir fikirdir. Tasarımcılar ve alıcılar arasında, müşteriye reklama hizmet eden teklifleri paylaşma ve reklama bazı gelişimsel dokunuşlar yapma fırsatı sağlayan ortak bir zemin bulmak gibi bir özelliğe sahiptir. Etkileşimli reklamın yeniliği, geleneksel kalıplaşmış reklamların çerçevesinden ve kalıbından ayrılmasında yatmaktadır. Bu nedenle, özellikle istenen hedeflere ulaşmada tasarım ve reklamcılığın entegre bir sistem oluşturmaktan yola çıkarak, tüketicinin gereksinimlerini karşılama sürecinde etkileşimli reklamcılığın rolünü vurgulamak önem arz etmektedir. Etkileşimli reklamcılığın mevcut durumunu anlamaya ve analiz etmeye çalışan bu tezin araştırma problemi de burada ortaya çıkmaktadır. Bu çalışma, türleri ve yöntemleri de dahil olmak üzere çağdaş etkileşimli reklamcılığın arka planını, temellerini, özelliklerini ve uygulamalarını gözlemlemeye çalışmakta ve hem etkileşimli reklamcılığı hem de onun pazarlama tercihleriyle ilişkisini ve tüketici davranışını etkilemeyi kapsamaktadır. Bu tezde, tüketici üzerindeki etkisi gözetilerek etkileşimli reklamcılık araştırılmakta ve bu da seçilmiş bir grup reklamın analizi üzerinden yapılmaktadır.

Anahtar Kelimeler: etkileşimli reklamcılık, reklam analizi, pazarlama

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1. INTRODUCTION

Philosophy of design represents the basis on which the designer depends, and what turns into an application that can be used in developing human life is generated from this theoretical philosophy. Pivotal structures of the contemporary designing art form are of great importance to the designer because of their great impact on creating an appropriate and attractive design for the recipient. They represent rules on which most design processes depend, which is characterized by achieving integration between the functional side and aesthetic side in a creative image that arises through a link among mind, action, and material (Al-Hedeethi, 2019).

In light of what the world is witnessing today as intellectual development, in which innovation has become an important factor in all walks of life, and amid this great advertising momentum that swept the world with all its means, drawing the attention of the recipient is not easy, especially since the customer has become disinterested in the advertising message and is now seeking what is behind that message and what benefit he/she will get from this it. Interactive advertising formulas facilitate the process of creating advertisements, not only more targeted but more personal and integrated, as interactive advertisement provides the consumer with more control and power by giving him many options by letting them experience more specific product information. So that interactive advertisement has become a fertile field for development, innovation and creating new types of advertising that are based on providing integrated services to the public that suit its needs (Shhata et al., 2018).

Interactive advertisement appeared intending to increase the success of the advertising process and working on investing it to attract the largest number of recipients, and it is also considered one of the advertising formulas that are based on the most creative ideas. In addition, it is an effective way that is used largely in as it has available characters for both the designer and the recipient. Interactive advertising of all kinds, whether it is a digital screen, a social experience, a digital video, a virtual reality, an augmented reality or else, are an effective way to deliver the marketing message. The marketing used today requires advertisements, whether it is on the internet, print media, digital media, animation, or others. The goal of all of this is to come up with an attractive and convincing design and marketing

message, and the role of interactive advertising seems quite significant in creating a relationship between the product and the consumer, which directly affects the consumer's decision and thus the marketing effectiveness.

1.1. RESEARCH PROBLEM

The technological development witnessed by the world of commerce and marketing has placed more emphasis on advertising mechanisms and how to design them to attract the largest possible number of recipients and consumers, thus increasing sales and the profitability of commercial companies in general. Stakeholders resorted to adopting interactive advertisements in marketing their various products through distinctive designs for their advertisements in order to achieve higher marketing effectiveness, thanks to the innovative aspect of interactive advertisements in marketing products and services. Interactive advertising adopts techniques through which it can inform the consumer in a brief and focused manner about the product or service provided by the commercial center, as it depends on advanced and effective methods to give intense and effective ideas about services and products. The current era is characterized by a great revolution in the field of communication and information, so the trade sector must continuously carry out a similar revolution in the field of advertisement design because of its active role aimed at attracting recipients. Here arises the problem of this study, which seeks to understand, categorize and analyze the current state of interactive advertising.

To define the research problem, we provide below the questions:

- 1- What is the background, basics, characteristics and applications of contemporary interactive advertising?
- 2- What is the current state of interactive advertising?
- 3- What kinds of interaction are used in advertisements for an effective marketing?

1.2. RESEARCH OBJECTIVES

The current study seeks to achieve the following objectives:

- To understand the application, types and methods of current interactive advertising.
- To identify the media, social platforms and venues in which interactive advertising feature, with respect to their techniques in promoting the products or services.

1.3. RESEARCH SIGNIFICANCE

The study involves both interactive advertising and its relation to marketing preferences and influencing consumer behavior. Interactive advertising is a marketing and promotion tool for goods and services, and is presented through several media and social platforms or venues. In this thesis, I try to observe the types and methods of interactive advertising with respect to their impact on the consumer and I do this through the analysis of a sample group of interactive advertisements. Looking at the related literature and after reviewing it, it becomes apparent that the current study shares the basics with the relevant works, but it differs in that it is primarily based on an in-depth analysis of selected advertisements of different types in order to come up with a reasonable result indicating the recent trends and understanding.

1.4. SOURCES AND METHOD

First, the related literature was searched and reviewed: books, articles, theses, resources, websites, advertisements, and other materials. Also, some experts were interviewed to get suggestions regarding the research topic and questions. Based on the knowledge gained from the proper sources, a theoretical framework is presented and also the basics of contemporary interactive advertising are explained including a categorization attempt. Then, a group of interactive advertisements of various types that are officially found as videos on the Internet is selected and analyzed. Related advertisement agencies were consulted during this selection to learn more about the advertisements and their context. As to limitation, the sample advertisements used for the analysis belong to the period between 2011 and 2019, and they originate in

France, Spain, America, Brazil, Colombia, the Netherlands, Australia, Canada, China, and Argentina. Lastly, the analysis results are interpreted and a conclusion is written.

1.5. LITERATURE REVIEW

Below are found as previous studies related to the current research, and they were reviewed as follows in chronological order:

1. Designing the interactive identity of advertising to suit the innovations of communication and information technology and the impact of its use on the success of advertising campaigns (*Tesmeem alhewia altefaulia llialan litulaim mustehdethat tecnologia alitisa w almauloomat, w ather istigdamuha fe nejah alhemlat alialania*) (Abu deena et al, 2021).

The study aims to find different innovative and interactive ways to integrate the recipient in the marketing process of the brand to give it vitality, emphasizing the importance of placing the consumer study as a key element in the product advertising process. The study adopts the descriptive approach for the theoretical framework and the analytical approach for the practical framework of the research. The results are that the interactive advertising campaigns achieve continuous communication with the recipient and help in attracting and trusting new recipients. Giving vitality to the advertising campaigns helps greatly in the recipient's enjoyment of the product and understanding of the message, realizing the reactions of the recipients directly and without an intermediary at the same time. These campaigns also help to understand the recipient and his needs in a fast and correct way and contribute to the vitality of the brand in delivering the advertising message in many interactive ways and transforming the audience from a consumer into an essential element in the campaign path. Interactive marketing is one of the marketing strategies that encourage the recipient to participate actively, and the recipient is the focus of campaign.

2. Role of interactive advertisement and brand image of electronic products in changing the consumer behavior with special reference to Delhi (Sharma & Kaur, 2020).

This study aims to examine the effect of brand image and interactive advertising on consumer buying behavior in Delhi NCR. Using the appropriate sampling methodology, a questionnaire is used to collect information. The sample size is 150. These are the consumers who have been residing in Delhi for the past ten years. The results show that interactive advertising of the brand image has a strong positive effect and a strong correlation with the customer's purchasing behavior. Consumers have a positive attitude toward viewing the image of the brand.

3. Interactive methods for emerging technologies in the design of advertising publications (*Alasaleeb altefaulia lltengeniat almustehdatha fe tesmeem almetbuatt alialania*) (Alkuderi et al., 2020).

The study aims to show the extent of the effect of using materials and new technologies in developing the design forms of advertising publications and to study the innovative design forms of advertising publications for a group of institutions with different activities. The study relies on the descriptive analytical approach based on the selection of different models for some design forms for advertising publications. As a result of the analytical study and linking it to the theoretical framework, the importance of employing the newly developed interactive technologies in the process of designing advertising publications has been reached, which helps the recipient's interaction with the content of the messages by attracting the attention of the recipient and the speed and effectiveness of the result.

4. A study on an effective process strategy model of interactive advertising in smart media (Ahn, 2020).

This study aims to try to derive an effective strategic model for the interactive advertising process in smart media by understanding the process of interactive advertising in smart media, which is expected to continue to grow as a major component for the advertising market, and identify the constituent factors. To this end, the results of the preliminary research of the interactive advertisement and the committees of experts organizing the Delphi method are analyzed and their opinions and evaluations are reversed.

5. Recruitment of sensory catalysts in the design of interactive environmental advertisement (*Twdeef elmuhefizat alhisia fe tesmeem alialan albeeai altefauli*) (Qutub et al., 2019).

The study aims to investigate the sensory stimuli to design an attractive interactive advertisement and to understand the effect of sensory stimuli on the recipients of the interactive environmental advertisement. The study follows the descriptive analytical approach by choosing interactive environmental advertising models, conducting the study, description, and analysis, and then using the applied study represented in the work of some innovative new designs. The results of the study are the use of subconscious sensory stimuli in the design of interactive environmental advertising, which is an effective way to influence the behavior and perceptions of the recipients, and thus create a long-term effect that achieves the best results for the brand. Sensory stimuli have significant impact on the success of interactive advertising, so it must be focused on because of its great importance in attracting the attention of the recipient. Interactive environmental advertisements are characterized by simplicity, modernity, and not an exaggeration in presenting the advertising message, and sensory advertisements have a great impact on the recipient, as they contribute to increasing the recipient's reminder of the announced institution and then achieve the marketing goals, and attention must be paid to the aesthetic functionality of the advertisement, as adding beauty to the advertisement is a source of happiness for the recipient. Instead of being a burden to them, the advertisement adds beauty to the environment instead of distorting it and hiding its features.

6. Interactive advertising techniques in the third millennium (*Tegeniat alialan altefauli fi alalfia althalitha*) (Musa & Muhamed, 2018).

The aim of the research is to know the use of patterns of interactive advertisements that use the techniques of the international information network, and to define advertising patterns that employ the human personality to advertising to attract the attention of the recipient. The research follows the descriptive analytical method to study the subject of the research, as it is one of the important methods that monitor the phenomenon and analyze it to reach the results. The results of the study appear in the third millennium on the types of interactive advertisements aimed at user

participation, in which interest and focus on the user for his interaction and participation is significant. Interactive design in the third millennium is concerned with the design of interactive behavior and generally focuses on the user or the customer, using new and unfamiliar interactive methods to attract the public, is due to modern technology and the development of modern systems.

7. Interactive advertising in commercial centers (*Alialan altefauli fe almarakiz altijaria*) (Al jabri et al., 2019).

The research aims to take advantage of the use of interactive techniques to design interactive advertisements in commercial centers and to monitor and analyze interactive advertising models in commercial centers to determine their compatibility with the nature of the user. The study relies on the descriptive approach of some interactive advertising models in commercial centers, as it contributes to increasing user attraction and persuasion in the advertised product or service. The results of the study show creating a kind of overlap between the means of displaying the interactive advertisement and integrating it with the urban space inside the malls as a type of entertainment. There is a multiplicity of interactive components inside the mall such as interactive walls, ceilings, floors, elevators, stairs, display windows, and electronic screens, and more than one component can be used, or combine them to achieve the desired effect. Interactive advertising inside the malls works to convince the recipient of the directly advertised product or service and also establishes the idea of advertising in the mind of the recipient.

8. Interactivity and its role in supporting the human relationship between the brand and the recipient in advertising design (*Altefaulia w doruha fe daim alilaqa alinsania beina almarka w almuteleqi fe tesmeem alialan*) (Keeret et al., 2019).

The study aims to arrive at interactive advertising trends that are more capable than others of activating the different human senses and thus achieving a human relationship between the recipient and the brand. The study relies on the descriptive approach followed by an analytical study. The results of the study are the different advertising trends in terms of their ability to activate the human senses. Advertising

trends are also equal in terms of their ability to affect the recipient's memory, as the senses of touch and sight are activated in the simplest models that are used in their design.

9. Interactive online advertising: the effectiveness of marketing strategy towards customers purchase decision (Nizam et al., 2018).

This study is designed to measure the importance of online advertising effectiveness in terms of attitudes to ads, ability to recall ads, and frequency of online clicks in explaining a purchase decision in Melaka, Malaysia. A series of surveys of 200 people is conducted and quantitatively analyzed. The results show that attitudes towards advertisements, recall ability, and frequency of clicking on advertisements significantly influence the purchasing decision of customers.

10. Interactive multi-sensory advertising: its origins, types, and its role in achieving communication (*Alialan altefauli muteadid alhewas neshatuh, w anwauh, w doruh fe tehqeeq alitisa*) (Almaumir, 2018).

This study aims to classify and analyze interactive advertisements and their role in achieving communication to give the recipient an enjoyable experience in obtaining the advertising message. The study uses the descriptive analytical approach, by analyzing and describing some models of interactive advertisements, and a selection of advertisements around the world. It concludes with indicating the importance of interactive advertising and the need to study its cultural content and its role in creating a field of effective communication between the sender and the recipient.

11. The ergonomics of interactive environmental advertising design (*Arjenomiat tesmeem alialan albeeai altefaulie*) (Abu deena, 2018).

The study aims at ways to take advantage of the elements and components of the surrounding environment to design an effective interactive environmental advertisement by making use of the science of ergonomics to achieve the highest levels of effectiveness to influence and dazzle for achieving the desired marketing goals. The study follows the descriptive approach of some of the interactive

environmental advertising models, whether local or global, and identifies the aspects of ergonomics in each advertisement, followed by the practical aspect of conducting some interactive advertising models in the Egyptian environment. The results of the study are that the science of ergonomics is mainly related to the design of interactive environmental advertising and affects the success of the communication process by studying the appropriate place for the advertising environment, and the advertising of the interactive environment is characterized by simplicity and modernity. With modern technological progress, the concept of communication between the recipient and the advertising medium has changed. The recipient has become more dependent on interactive processes that increase the understanding and awareness of advertising in light of saturation and the advertising crowd.

12. Electronic interactive methods and their role in interactive advertising design (*Alasaleeb altefauli al iliktronia we doruha fe tesmeem alialan al tefauli*) (Shhata et al., 2018).

The research aims to clarify that interactive advertising is a strategy for innovation and development of advertising thought for the participation of the recipient in the communicative process and is not limited to the use of contemporary technology. Some of the different electronic interactive methods are used in the design of interactive advertising by using simple resources and ideas and to clarify how to exploit them. The research adopts the descriptive method, supported by an analytical study, followed by the practical side, to ensure the validity of the research hypotheses. The results of the study are that interactive advertising communication does not mean merely replacing traditional means with modern ones. The issue goes beyond that, as the transformations affect the parties to the communicative process. The relationship between the sender and the future is the perspective as the interaction is as old as the communication itself. The realization of interactive images in advertising is dependent on the designer's innovative sense and not the technological capabilities; the designer must possess intelligence and knowledge of the natural sciences and various arts besides talent.

13. The use of interactive advertising in the field of social marketing (*Istigdam alialan altefauli fe mejalat altesweeq alijtimaei*) (Ameen, 2018).

The study aims to take advantage of the different technologies in interactive advertising in social marketing and benefit from the development of the advertising idea in achieving the desired effect on the recipient and identify the standards and strategies for interactive advertising followed and their impact on social marketing campaigns. The study follows the descriptive method in collecting information on the theoretical side of the study, followed by the analytical method for some advertising models, and then the experimental method to verify the validity of the research hypotheses. The results are that interactive advertisements can communicate social marketing messages, and the development of interactive information technology has helped to develop new techniques to deliver the message in the field of social marketing. Urging the recipient to interact with him more than other means of advertising, the combination of the advantages of interactive advertising and the fields of social marketing achieves the highest level of psychological impact on the advertising message and the positive impact on the recipient.

14. Maximizing augmented reality technology for interactive advertising in malls (*Tadeem dor tqeniet alwaqia almuazez llialan altefauli bidakil almulat altijaria*) (Sedeeq, 2018).

This study seeks to shed light on the capabilities of augmented reality technologies as an advanced entrance that has a high behavioral, emotional, and entertainment impact on the user of interactive advertising inside the malls to create a dynamic dimension, raise the level of advertising and achieve the principle of dazzling. The study relies on the descriptive analytical approach to identify several interactive advertising models applied with augmented reality technology inside the malls and implement them on digital display screens. It is clear through the analytical study that the application of augmented reality in advertising inside malls has a great impact on the user's response to the advertisement. The study also shows the effectiveness of augmented reality technology in creating an interactive advertisement in the mall environment as a gathering place for prospective users. It also shows the successful employment of digital augmented reality technology in interactive advertising inside the malls, which has an effective emotional and entertaining impact on user behavior.

15. The psychological effectiveness of interactive advertising (Antonova, 2018).

This study aims to compare the psychological effectiveness of interactive and non-interactive advertising. The hypothesis is that the psychological effect of interactive advertising is higher. To test the hypotheses, the study uses the experimental method. The results of the experiment show no differences in consumer confidence in non-interactive and interactive advertisements. However, it is found that interactive advertising contributes to achieving a better, more active life position for the respondents to a higher level of thinking and personal participation in the advertising scene, in addition to confirming the hypothesis about the high psychological effectiveness of interactive advertising.

16. Designing interactive advertisements for public displays (Sahibzada et al., 2017).

This study examines how interactive elements contribute to the attractiveness of advertising, how to increase the attention levels of passersby, and how to motivate users to engage in interaction stages. An interactive advertisement, which is a guided tour for university students to walk in the Bauhaus, was experienced by 5,000 visitors annually. The basic idea of the ad is that users move across a city map and play short information snippets on historical sites and then a brief video is shown providing information to them. The results include unexpected sizes of bystanders when using their mobile devices in public places and an increase in the interactive space for body interaction, which leads to increased participation and spontaneous interaction between users.

17. The importance of using modern technologies to produce an advertisement with an interactive graphic design [an applied example of road advertisements] (*Ahemiat istigdam alteqeniat alhedeetha li intage ialan bi tesmeem jirafiki tefauli [mithal tetbeeki ala ialanat alturuq]*) (Selam et al., 2017).

The study aims to activate the role of modern technologies in the production of interactive advertisements, especially outdoor advertisements (street advertisements), and it also aims to achieve the link between the user and interactive advertisement

using different promotion methods. It tries to show the role of the interactive graphic designer in achieving communication between the user and modern technologies. The study uses the descriptive analytical and experimental approach. The results of the study indicates that successful interactive design is an important part of the success of the communication process between the user and the advertisement, as the successful interaction between the user and advertisement is what achieves a balance between user needs. The objectives could be achieved by studying the psychological factors of the user that give new and necessary dimensions for the success of the communicative process in interactive design. The success of the user experience for advertising depends on the effectiveness of the relationship between the user and the advertising interface, as it is the link between the user expected from the advertisement, and that the user's experiences and habits determine the general framework through which the graphic design of the advertising interface is carried out, and one of the most important foundations on which the design depends.

18. Smart digital technology in an interactive advertising environment *(Alteknologia alreqmia althekia fe beeat alialan altefauli)* (Azmi, 2017).

The study aims to take advantage of the forms of smart digital technologies in interactive advertising to develop atypical advertising ideas. It depends on the element of movement, sound, interaction, and others to suit the absorptive capabilities of the recipients of the age and can acquire and attract attention to the recipient's thought and emotions for the longest possible period to achieve the desired effect from the advertisement and increase the effectiveness of the communicative process. The study follows the descriptive analytical approach to identify some of the executive applications of smart digital technology for the user in the field of interactive advertising design, by displaying and analyzing an advertising model to clarify the effectiveness of interactive advertising that employs smart digital technology. The study concludes that the use of smart digital technologies in interactive advertising achieves an effect on the mind and conscience of the recipient and works to change the perceptual mental image and allows the recipient to be convinced of the variables that are perceived by his senses and complemented by his imagination to achieve the greatest degree of effective communication (influence and

self-effect). The designer's knowledge of the diversity between the forms of the virtual environment, starting from virtual reality to augmented reality and then to augmented reality, and understanding of how to employ and influence each of them in the interactive process of the recipient in the interactive advertising environment contributes effectively to developing the idea of advertising and changing the recipient's behavior towards the service in the required positive manner and so increasing its effect.

19. Evaluation of the effectiveness of using interactive advertising means in influencing purchasing intentions (*Teqem fualiat istigdam alwesaaul al iaalania altefaulia fe altaatheer ala alnewaya alshiraaia*) (Ahmed, 2017).

The study aims at finding the impact of the interactive advertising means that companies use on the purchasing intentions of the consumer, as well as to study the factors affecting the relationship between the intensity of exposure to advertising messages and the purchasing intentions of the consumer, and to compare the effects of the advertising means that companies rely on to communicate with their target audience and study the characteristics of the advertising medium and other factors. This study relies on the survey method, in both parts, applied on a sample of interactive advertising users, in addition to the content survey to identify the different advertising forms. The results show the effect of the nature of the interactive advertising medium on the forms of interaction with the advertising messages presented through this medium, the high effectiveness of mobile phone ads compared to the rest of the means, and the high purchasing intentions through mobile phone ads.

20. Creativity in employing the human personality to design interactive advertising displays (*Alibdaa fi tawdeef alshaksia alinsania litasmeem alurood alialania altefaulia*) (Abu deena, 2016).

The research investigates the creativity in employing the human personality to design interactive advertising, raise the effectiveness of the advertising message, and produce an advertisement that is firmly established in the mind of the recipient. The study follows the descriptive analytical method to describe and analyze some

interactive advertising models that benefit from creativity in employing the human personality to produce an advertisement that anchors and sticks in the mind of the recipient. The results of the study shows the exposition of the recipient in our time to a torrent of advertising messages through all senses trying to attract attention and convince them of the advertised service or product. Therefore, advertising designers and producers must search for new and unfamiliar ways to advertise.

21. The use of digital technologies as interactive tools in outdoor advertising
(Istigdam altekeniat alreqmia kadewat tefaulia fe alaalan alkarigi (Redwan & Aleesewi, 2016)).

The study aims at emphasizing the importance of using modern digital technologies in external advertising to introduce an interactive element, which will affect the recipient's comprehension and prolong the period of advertising effect. The study follows the descriptive approach to a group of interactive outdoor advertisements in an attempt to identify the types of interactive digital technologies used in the field of outdoor advertisement design and the rules for its use. The study concludes that the tremendous development in digital technologies in the last decade can be used effectively in the design of outdoor advertising, and shows the emergence of the extent of the impact of the advertising market, like other fields with digital technologies, as it depends heavily on modernity and attracting the public, employing modern digital technologies in outdoor advertising adds dazzle and surprise. There is a diversity of interactive methods, some of them are simple, some are complex, and some are costly and inexpensive, as they do not restrict the advertiser when using it.

22. Interactive advertising models: a meta analysis (Aktaş et al, 2015).

The concept of interactive advertising forms the core of this study. In this study, digital advertising, interactive advertising models, model development process, and their current situations with an interactive idea are examined. A meta analysis is performed in this study on interactive advertising models and in this way the studies on interactive advertising are analyzed coherently and interactively and in an orderly fashion. Within the scope of this study, the interactive advertising model is evaluated (IAM) while significant in terms of taking on a new dimension to online advertising,

the model for interactive live advertising is developed and consists of a set of changing ideas. People are meeting online today and virtual communities are important in terms of advertisers.

23. Interactive web page design and its role in e-marketing (*Altesmeem altefauli fe sefhat alweib w dorih fe altesweeq al ilikitroni*) (Sindooq, 2014).

This study aims to know the impact of modern technological development on graphic design, in addition to clarifying the role of the designer in building the website and linking the company's marketing requirements with the public's desires. It also aims to identify the interactive design's role to attract the consumer to electronic marketing. The study uses applied analytical and comparative experimental methods. One of the most important results of the study is that graphic design has moved towards new concepts due to the development of the Internet and spread widely throughout the world. It is also found that graphic design is inseparable from web design in its essence. It is a new approach to design that pays great attention to the recipient, its characteristics, and desires also, the design of websites affects the consumer's confidence in the company, which leads the designers to follow the interactive design method to create a sensory emotional link between the company and the consumer to enhance the confidence in the product and the company.

24. The advantages of interactive advertising through new media (*Tetbeeqat alialan altefauli fe newafid alarud almustewhat min alanasir altebeeia*) (Abd alreheem, 2012).

The study tries to identify the new media and the possibilities that allow for advertising through it and to take advantage of it and use it to create innovative advertising ideas that are more effective and measurable. The study follows the descriptive approach. Interactive digital advertising can give consumers control over advertising. Interactivity also allows users to control and advertising interfaces became easy to deal with. In addition to entertainment, it creates points of contact for the consumer towards a purchase, promoting advertising through new media. By providing real-time data, it also gives ample opportunities to measure consumers'

attitudes towards the brand, and new media advertising has become a real competitor within the rapidly changing advertising landscape.

25. Interactive advertising in the age of digital media (*Alialan altefauli fe asur alwesaut alreqmia*) (Satoor, 2011).

The research aims to activate the role of interactive advertising as a new advertising medium and to shed light on its importance to achieve elements of attention-grabbing and audience interaction with advertising content to improve the competitive capabilities of various business enterprises. To achieve the goal of the research, analytical descriptive research method was taken into consideration, which helps to analyze the basic components of the research topic, namely, the Internet and interactivity, interactive advertising, interactive advertising design, and the economic returns of interactive advertising. The results of the research are the creation of interactive advertising design, which provides advertisers with strong access to the target audience and the ability of advertisers to know the extent of the success of advertising campaigns and change the course of advertising. Interactive advertising is characterized by huge economic returns amounting to billions of dollars due to its large spread and low cost, as it is the best solution in addressing economic and interactive advertising has been characterized by a strong emergence during its short life, as it occupied the third place in terms of the highest returns compared to other advertising means.

26. The visual experience and its role in achieving the realization of interactive press advertising (*Alkibra albeseria w doruha fe tehkeek idrak alialan alsehefi altefaul*) (Kemal et al., 2011).

The research aims to study the role of visual experience in achieving awareness of interactive press advertising, and to study interaction patterns in interactive press advertising, and the impact of semiotics on the recipient. The research adopts the descriptive approach in an attempt to know the role of visual experience in achieving perception in interactive press advertising. The results are displaying a set of advertising messages to the recipient all the time, making him unaffected by most

messages. Thinking outside the traditional ways makes the recipient attracted to the advertisement and must be made part of the advertising message.

27. Experiencing Interactive Advertising beyond Rich Media: Impacts of Ad Type and Presence on Brand Effectiveness in 3D Gaming Immersive Virtual Environments (Grigorovici & Constantin, 2004).

This study aims to increase the interaction of users with the stimulus/environmental content, participation, etc. through the virtual environments of 3D games. This, in turn, modifies the way inline ads are processed by providing a direct brand experience. A mixed factor design is used to test the effects of 3D billboards and product themes embedded in a 3D gaming virtual environment on brand recall, recognition, and brand preference. The results of the study indicate that there is an interaction between the type of advertisement and the type of object size in terms of retrieval so that the subject of the screen on the screen of a three-dimensional product makes a difference when it comes to large and visible objects, while the creative screen topics (advertising panels) have an effect when it comes to yellow-sized objects.

28. The interactive advertising model tested: the role of motives in ad processing (Rodgers, 2002).

The study examines the role of Internet motivations in addressing one specific type of online signage. Internet motivations work to regulate consumers' choice tasks when they make decisions about which advertisements to attend and which advertisements to ignore. The experiment is conducted in a classroom setting where participants are asked to give their opinions on 12 different advertising banners, as part of a study on audience processing. 12 ads are displayed one after another in random order, on a large screen at the front of the classroom. The results indicate that Internet motivation affects the strength of the banner type in the ad responses, but not for every banner ad examined. Evidence indicates that Internet motivations serve different functions for students and non-students.

29. Measuring the effects and effectiveness of interactive advertising (Pavlou & Stewart, 2000).

This research aims to discuss the issues of the spread of interactive advertising and the increase in its size and scope. It highlights the role of the consumer in determining the effects and effectiveness of advertising while challenging traditional assumptions about how advertising works.. It also aims to compare and contrast the traditional concepts related to measuring the effects of advertising with the concepts that recognize the active role of the consumer is interacting with the advertisement and the advertiser. The results are that interactive advertising poses new and difficult challenges related to measuring its effects and effectiveness. The interconnection between the marketer and the consumer makes it difficult to isolate the effect of any one advertising offer.

30. Multimodal interactive advertising (Knapp et al.,1998).

In this paper, the implementation of a multimedia interactive advertising system that integrates computer vision and technology is described. Speech recognition allows the ad screen to determine when a customer is nearby and respond to the location of the ad request description. The system architecture and the respective hardware/software modules are shown in the overview. The app has been tested in laboratory and exhibition hall settings but has not yet been deployed in public. The overall reaction to the interface has been very positive with a lot of notes about magical nature.

1.5.1 General Review

Previous literature that dealt with interactive advertising to increase marketing effectiveness is reviewed, as many modern Arab and other studies are addressed. These previous studies enrich the theoretical framework of the study and help build new knowledge based on clear foundations. Most of them focus on interactive advertising in general, especially its role in achieving an effective advertising message, such as the study of Al-Muammar (2018), the study of Rodgers (2002), the study of Sahibzada, Hornnecker, Echtler (2017) and the study of Knapp, Pelletier, Lyons (1998) and the study of Pavlou, David (2000), where those studies dealt with interactive advertising and its role in achieving communication and in addressing advertising.

The study of Qutb, Abu Dina, and Mustafa (2019) deals with sensory stimuli to design an attractive interactive advertisement, and the work by Antonova (2015) focuses on the psychological effect of interactive advertising, the work of Abu Dunya (2018), the Abdul Rahim (2018), and the Aktaş, Akcan, Erdoğan (2015), focus on ways to take advantage of the elements and components of the surrounding environment to design an effective interactive environmental advertisement and influential, and Azmy's work (2017) deals with smart digital technology in an interactive advertising environment.

Other studies such as Satoor (2011), Al-Jabri, Issa, Abu Dina (2019), Abu Dina (2016), Abdel Latif, Abdel Aziz, Hassan (2012), and Shehata, Muhammad. Shata (2018) and Satour (2011), Abu Donia, Al-Adawi, Al-Ashkar (2021) and Al-Khodari, Shehata, Radwan (2020), and Salam, Siraj, Ibrahim (2017) also focused on interactive advertising from several aspects such as methods of electronic interactivity and its role in interactive advertising, in addition to modern technologies in digital interactive advertising.

Khairat, Sabry, and Abdo (2019) examine interactivity and its role in supporting the human relationship between the brand and the recipient in advertising design, and Radwan (2016) deals with the use of digital technologies as interactive tools in outdoor advertising. The works of Bae, Ahn (2019) and the work of Grigorovici, Constantin (2004) focus on the effectiveness of interactive advertising in smart media and the topic of smart interactive media.

Some previous studies differed from others but were similar to the current study in linking it to the concept of interactive advertising and marketing effectiveness, such as Fund (2014) and Amin (2018), where these works focus on interactive design, electronic marketing, and social marketing, Ahmed (2017) and Nizam and Jaafar (2018) and Sharma and Kaur (2020) study on interactive advertising and consumer purchasing intent.

The researcher sees in this literature a preamble and an entrance to interactive advertising and its importance as a vital element in the advertising message. This literature is also a reference point for enriching the research, where the importance of

research lies in more than one aspect, the most important of which is the type of interactive advertising and how to influence the consumer to achieve all the desired goals.

According to what was stated in general, the importance of this thesis study lies in its attempt to understand the current state of interactive advertising by analyzing a selected group of advertisements. It tries to address a problem with artistic perceptions based on innovation and promotional methods, so the it deviates from the usual and prevalent.

The topic dealt with in the study is one of the old modern topics, which is concerned with interactive advertising, but it looks at the ranges of methods and interactive types as a new way of advertising in form and content, which contributes to influencing the public in general and customers in particular, and enhances its role in marketing for goods and various services as well. This study aims to analyze interactive advertisements that contribute to marketing, dismantle their methods and understand them, and try to diagnose the areas of excellence in them and give insights regarding their development.

The topic of this thesis is closely related to the literature with respect to the role of interactive advertising and what it aims to achieve regarding effective advertising message, but it differs from it in the attempt to show diverse use of interactive advertising by detailed analysis and its role in a more acceptable way in the process of increasing marketing. Through its objectives, this work seeks to define the contemporary types and methods of interactive advertising and present proposals and perceptions to designers for faster and effective marketing, according to data that depends on the diversity and accuracy of the recipient.

Taking into account the relationship between interactive advertising and digital communication, and the advantages of digital advertising in accurate and rapid promotion and optimal spread, this work hopes to achieve its goals in light of these variables and draw conclusions and recommendations for all interested parties.

2. THE BACKGROUND: GRAPHIC DESIGN AND TRADITIONAL ADVERTISING

2.1. GRAPHIC DESIGN

Graphic design is as old as recorded history, as evidenced by prehistoric drawings and sculptures. Today, we see graphic design results every day in books, magazines, packages, papers, posters, icons, and many more products (Pettersson, 2011). The man searched for ways to give a visual form to his thoughts and to what his mind had stored since prehistoric times when these desires were met by scribes, printers, and artists. In 1922, the famous book designer William Addison created the “graphic design” term to describe his activities to give the visual form of printed communications, professionally. He is the successor of Sumerian scribes, Egyptian craftsmen, medieval illustrators, and fifteenth-century printers (Purvis & Meggs, 2012).

In 1760, the Industrial Revolution in England also brought about a radical change in the social and economic aspects, as it transformed society from agricultural to industrial, and was concerned with the mass production of goods, and the last decades witnessed a tremendous development of cities, including a wide development of techniques, forms, functions, and types of design (Ferrari, 2017).

In 1769, there was an important development in lithography, as it was the first method of graphic printing, which led to establishing the modern offset printing. In 1800, Stanhope invented the first press from cast iron, which helped to print a double the size of the paper, and in 1861, William Morris set up a company to decorate art, as he later became one of the most important personalities in the field of graphic design.

In 1869, Ayer and Sun Company was established, and it was the first advertising agency in history. The emergence of the Art Nouveau movement led to a change in the world of design, as there were many types of design and continued into 1920, the year 1900 also witnessed the emergence of the futuristic design style, which was influenced by technological development away from traditional methods of design, and the bold geometric style “Art Deco” appeared in the year 1920.

Modern technological progress and the emergence of the consuming economy in Western society after the Second World War led to the development of printing technology, which helped designers to design. The change in producing new and important power of visual communication, which is full of colors, also worked for the development of graphic design due to the necessity of providing the consuming world with its communication needs (Alarabi, 2008).

In the late eighties, computer technologies appeared, as they witnessed a great development, and the world became aware that books and their covers, posters, magazines, banners, brands, exhibitions, and drawings are all graphic design, and the matter also included visualization, imagination, construction, production, management, and presentation of productions with an aesthetic functional dimension (Heller & Vienne, 2015).

Cathari McCoy defines graphic design as an automatic response to the communication needs of the industrial revolution and an invention to sell mass production for growing consumer needs. Graphic design is a creative work that serves advertising and others. It is also a practice in visual communication and can be implemented through several techniques such as printing, illustration, shape, and color, to convey information to the viewer effectively and immediately. To achieve this, the design process must include making thoughtful and appropriate graphic choices to get the message in a better way (Chaecher et al., 2011).

Graphic design is also a method for improving society through effective communication which transforms complex things into easy-to-understand and uses things. It is a visual communication activity that is achieved by the designer's expertise in expression and the ability to visualize, imagine and deliver meaning to the viewer clearly (Inad, 2019).

Design is used to guide people and inform them about some topics through intelligent and thought-exciting ways, and provides them with relevant information correctly, in addition to teaching, directing, interpreting, and forcing the viewer to have action. It is important that the receiver and sender speak the same visual language and that the designer acts as a translator of the message by creating a more

concise and not ambiguous design. Graphic design is the process of discovering ideas that improve the image of the product or service and deliver the message to the target receivers through innovative ways that resonate with them (Hembree, 2008).

The role of the designer is obvious in two main ways: meeting the design requirements and implementing the work (Ambrose, 2009). As the designer is a specialist in the innovation process, he combines the various elements to make it a creative artistic work which is a product of a talent that has been refined by practice and innate and practical education, and this talent turns into an aesthetic skill that can be employed in the field of aesthetic and functional manufacturing (Jbur & Huseen, 2019).

The researcher believes that graphic design is a creative and effective way to deliver a definite message to a specific audience where the recipient of the message finds pleasure in this message.

There are many fields of graphic design related to various cultural activities that are as follows (Stutah & Abdulqadir, 2018):

- Pictorial: related to the graphic arts.
- Engraving on metal, stone, or wood.
- Typographical: related to drawings, graphs, and the like.
- Written: related to writing.
- A picture, drawing, or map for representation or clarification.
- Digital design and related matters.

Graphic design is also considered as a visual language and discourse that is practiced in a wide world full of expression and characterized by different ideas and carries social, intellectual, cognitive, and semantic patterns, especially as the digital image dominates the world due to information and communication technology, which has made a paradigm shift in modern communications, the graphic design expresses

multiple intellectual connotations thanks to the visual culture that enhances the perception of the viewer (Inad, 2019).

Graphic design continued for a long time with the production of printed materials such as magazines, newspapers, books, official papers, transactions, cards, flyers, promotional posters, greeting cards, etc. The development of information technology has also affected the development of graphic design, especially in the field of multimedia, which produces computer graphics in a dynamic way, such as cinematic films, using sound effects without the need to print them. Thanks to multimedia, hand-drawn animations can be made by computers in a short time, as after the release of Macromedia the first version of Flash program has made the field of animation more enjoyable by many designers. This program has made a paradigm shift in the field of animation in addition to web design (Al Arabi, 2008).

The world of graphic design witnessed a remarkable development in various fields of life, and this development included not only printing and publishing. After being related to the types of printing and the transfer of artwork through printing surfaces, it became a key factor in communication, media and all areas of life (Muhammed, 2015).

The digital revolution also made a paradigm shift in graphic design because of its connection to information systems, which is the basis for development in graphic design at present, as the recent technological development has brought rapid and direct development in all areas of human life and at all levels. As life have relied entirely on digital technology and software as an important achievement in print production, the roles of the graphic designer have multiplied, as now they are working mainly in the production stages, which requires them to have great skills and constructive communication with various other professions (Abd alnabi et al, 2018).

Technological media also stimulated designers to be creative and provided them with modern design techniques, which positively developed design movements, image establishing, and typographical methods (Asel, 2010). Technological development has also helped to provide designers with modern design tools that affect the design

itself and not only the mechanism of information delivery. Texts have become capable of processing and interfering with them faster than before. This development has opened wide areas for creativity using modern tools for design, which allowed designers to work faster and allows them to experiment, and which leads to a major change in design (Stutah & Abdulqadir, 2018).

The researcher believes that the technological development witnessed by the modern era has a great impact on various aspects of life, especially graphic design, as modern technological development has given designers opportunities to develop themselves and increase their creativity through the provided design programs, which increases the effectiveness and importance of graphic design.

Design is considered an effective human system and one of the most important technical elements. The designer must keep pace with research and development and refine his talent as a designer, as the quality of design provides the recipient with artistic expertise, so any design we observe stems from the designer's feelings and expresses these feelings with colors, lines, shapes and spaces and typographical elements (Alarabi, 2008). Design is also an essential element in the culture of societies, as graphic design acts as a means of transmitting ideas as it expresses the ideological values and cultural attitudes of the community. Graphic design is the product of social, cultural, and economic relations (Barnard, 2005).

Graphic design also has an important role in the promotion and marketing processes, as it provides several marketing solutions for different products. It is a rapidly developing field in various modern fields such as web and multimedia design (Arntson, 2007).

Many factors led to the development of graphic design, which is represented in the following (Ali, 2014):

- Technological development: developing production, improving its quality, and flourishing marketing activity.

- Improving productivity of workers: enabling the worker to produce various goods and services, advertising became the basis for stimulating the demand for production.
- Development of the middle class: the increase in the ratio of the middle class to the total population made it have a high purchasing power, which helps advertising campaigns to go directly to it to influence its purchasing decisions.
- Development of the transportation network: helped the various industries in the major cities to distribute their products widely and to benefit from the improvement in the land, sea, and air transportation network.
- Development of education: as the educated nations are constantly improving their economic situation, they are interested in advertisements and methods of communication to obtain the information they need.

2.2. TRADITIONAL ADVERTISING

Advertising has great importance in a person's daily life, as it affects his thinking and attitudes towards himself and the world around him. Everyone is affected by advertising without awareness of this. Advertising develops with time as huge amounts of money are spent on advertising campaigns that bring companies great profits. Advertising is the first necessity for any project that seeks commercial success (Frolova, 2014).

Advertising at present is a great economic and social force because of its remarkable role in influencing the purchasing behavior of consumers, as it is one of the most important major marketing activities (Abu Rustom & Abu Juma, 2012). Advertising also works to achieve the objectives of advertising communication, as it enables the consumer to choose based on a comparison between goods and services and helps him to make the purchasing decision easier. Advertising is also an important tool for advertisers and production and service departments to achieve their marketing and promotional policy by providing goods and services in a way that convinces consumers of the need to purchase them. Advertising is one of the most important economic activities, which is a major source of income for many of advertising

agencies, newspapers, magazines, radio and television, cinemas and film and television production companies (Alalam, 2004).

Advertising must respond to all means of communication used by the consumer and keep pace with the cultural trend and shifts in feelings and objective events as the advertisement can communicate with the consumer's culture. Advertising makes the consumer believe that his choice of a particular product may be important, whereas it makes products and goods more relevant by connecting them to the vast symbolic world (Hackley, 2005).

Advertising is also an important communicative process that occurs through multiple communication media, as many institutions and bodies resort to advertising, where it is directed to specific groups and sectors characterized by limited space, which requires focus and shortness in the marketing idea and simplicity in artistic processing. The advertisements are classified into direct and clear advertisements and indirect advertisements that are expressed through dramas and competition programs, and each type has its means, uses, and fields (Almaumir, 2018).

2.2.1. Historical Development of the Concept of Advertising

Advertising appeared in the early historical stages, as itinerant merchants practiced oral advertising to promote their goods, and the Greek caller roamed the streets to announce the decisions of the state. In Athens six thousand years ago, this was the best way to advertise goods and services, and the medieval herald was carrying a horn to attract people's attention when he made a specific announcement. The history of advertising extended to the history of commerce itself, as it was found in buying and selling, there are advertisements, which differ in their means from the modern era. Advertising has undergone great changes over its long history due to social and cultural changes, but its goal will not change, which is to attract the attention of the public and push them to buy the product or service being promoted (Fijal, 2018).

The existence of advertisements has been confirmed since prehistoric times, as it was announced in that period in different forms, either orally or on papyrus, as is the case in Greece and Rome. The ancient Egyptians also used papyrus and wall stickers in messages selling products, as commercial messages and political movements were

found in the ruins of Pompeii and the Arabian Peninsula. Wall paintings and stone inscriptions are another form of expression for ancient advertisements that were found in many places, including South America, Asia, and Africa. The paintings on the walls can be traced back to the rocky Hamedian bas-reliefs dating back to 4000 BC. The first oral advertisements were also found in China, such as the bamboo flute advertisement for the advertisement for the sale of sweets recorded in classical poems (11th-7th centuries BC). Advertisements usually take the form of calligraphy signs, inked paper, and copper plates dating back to Song Dynasty were also found. (Abd alhemeed, 2021)



Figure 1 Song dynasty painting (Printing in the Five Dynasties, n.d.).

The importance of advertising increased during the industrial revolution due to the expansion of the volume of production and the increase in competition, which led to the consideration of advertising as one of the economic necessities for the producer, distributor, and consumer, as merchants realized the importance of using advertising to activate their sales. Advertising became in that period like the press an effective mass communication method, as it affects all segments of society in a fast way. Advertising has become an important method of promotion and profit making because of its excitement, ability to express, and balanced design, and it has an important space in magazines and newspapers.

The world lacks historical information about the time of the ad's appearance in detail. It is expected that the ad appeared in interact with other changing circumstances. In the past two decades and by the twenties of the last century, advertisements enjoyed prosperity, especially after the First World War, but it was short-lived prosperity due to the depression that it happened in the thirties and the Second World War (Al Arabi, 2008).

The first newspaper was printed in London in 1622, the first advertisement appeared in 1625, media agencies developed in 1841, and Volney Palmer¹ (in Philadelphia) became the first advertising sales agent in newspapers, as he realized the importance of buying and reselling major newspaper spaces independently, the first ad agency opened in 1875, where Ayer² became the first agency to charge a commission on a net area basis. Advertising agencies such as J. Walter Thompson, Lord & Thomes, a predecessor of the current FCB / Draft agency, began to emerge at the end of the nineteenth century as they worked to develop and produce advertisements for their clients to add value to their own media purchases. The role of advertising agencies has grown due to technological development, and radio became available in the thirties of the twentieth century, as well as the development of television in the late of the forties of the twentieth century, which had a significant impact on the world of advertising (Daugherty et al, 2009).

Advertising has also witnessed a qualitative leap in the twenty-first century due to the development of digital technology, which has attracted consumers significantly towards products. In 2009, the first advertisement appeared in *Entertainment Weekly*, which prompted various advertising agencies to keep pace with this development in advertising, the current era is witnessing evolution in advertising, which intensified competition and discovered new aspects of excitement and creativity (Kumar, 2019).

The stages that the advertisement has gone through throughout contemporary history can be summarized through the following (Almanaseer, 2007)

Pre-print stage; Printing stage; Stage of the industrial revolution; Stage of technological progress; Stage of the information revolution, the era of interactive communication, helped increase the impact of advertising and the emergence of new advertising methods that affect the marketing method and commercial promotion.

¹ He is the first advertising agent in the world and is probably the first person to use the term "ad agencies" early on and had a steady list of clients.

² Francis Wayland Ayer opened a company in 1869 at the age of 21 using the name of his eldest father (N.W. Ayer).

2.2.2. Importance of Advertising

Advertising is a way for companies to survive, as advertising gives companies ways to display their products, which leads to an increase in sales. Advertising is also the best way to reach the public to increase consumer awareness about the product and educate them about how to use it, in addition to using advertising as a way to educate people about some diseases and risks around them, and also informing them of social events, charities institutions can also use advertising to encourage people to donate and promote their campaigns (Gupta & Maheswari, 2021).

The importance of advertising lies in its ability to influence the consumer and his purchasing decision. It is also an important and necessary marketing activity. No service or production company can achieve successful sales without using advertising (Abu taaima, 2008).

To achieve the advertising goals, it must be effective. Effective advertising has some features as follows (Dahl, 2007):

- It should be creative: convey the advertising message in a beautiful and good manner.
- It should be memorable: ensure that the customers remember the company's business whenever they think of the products.
- It should be clear: present its message briefly and in an easy-to-understand manner.
- It should be distinct: unique.
- It should be informative: enlighten the audience about the business and convince them of the important reasons for buying the product.

Advertising is also considered a vital marketing method that sells goods and services, as well as images and ideas through persuasion. It is also a powerful visual force in society, as we receive various advertising messages daily. In addition, advertising is used by non-commercial organizations such as governments, colleges, universities, and public service institutions as well. Advertising is also a process of

communication, marketing, and public relations, as advertising targets all areas of life, as it is a complete psychological treatment for the consumer (Nizam et al, 2018).

The importance of advertising is illustrated by the following points (Aldabua, 2006):

- Achieving the satisfaction of customers' desires: advertising has a major role in promotion, as advertising makes the consumer differentiate between the offered products about their characteristics and importance.
- Speed of impact: advertising is quick to affect consumers, as it is among the elements of the marketing mix that can be changed easily and quickly to face certain crises and problems.
- Orientation to different sectors and categories: marketing men direct their attention to certain categories and work to provide products that satisfy their desires. This is called market segmentation into sectors, as advertising connects institutions and bodies to the sector they want to reach.
- Facing crises: the advertisement works to face some crises related to advertising campaigns that urge rationalizing the use of water and electricity and hygiene problems.
- Competition: advertising plays an important role in changing the location and form of demand for the products of any company or institution, as the importance of advertising has increased in particular after some merchants tried to stay away from price competition and avoid a price war.

The researcher believes that the importance of advertising lies in its role in its rapid impact on customers and igniting the spirit of competition among the goods offered in the market to achieve consumer satisfaction and satisfy their desires as well as achieve corporate goals.

2.2.3. Functions and Objectives of Advertising

The most important functions of advertising are the promotion of goods and services to increase sales. With the technological development witnessed in this era, advertising functions have extended to activate sales, as advertising is used in

government media campaigns, electoral campaigns, social responsibility campaigns, and health awareness (Shiba, 2016).

Cooley³ classifies advertising into three types (Resheed, 2011):

- **Informational:** The informative advertisement is important in the preliminary stages of the commodity, that is, the advertisement of the commodity as a commodity and not as a trademark. The informative advertisement aims to identify and inform the consumer of the commodity and create an initial demand for it.
- **Persuasive advertising:** Persuasive advertising is important in the stage of the competition when the organization aims to create a selective demand for a particular product of its products, as competitive advertising and comparative advertising are persuasive and enticement advertisements.
- **Reminder Advertising:** This type of advertisement is used to remind current customers of the characteristics of available goods and services and the means of obtaining them to ensure the stability of sales and maintain the marketing share, especially in competitive markets.

Advertising objectives can also be determined in terms of economic activity, the nature of the market, and the consumer through the following (Jones, 1998):

- Attracting consumers.
- Showing brand quality to keep consumers against other goods and services.
- Overcoming all sales volatility problems.
- Discovering new consumers.
- Providing consumers with information on the importance of the quality and advantages of the product.

³ Charles Horton Cooley (born 1864) is an American social scientist and founding member and president of the American Sociological Association; studied and taught economics.

Marketing efforts must include advertising to create interest and attraction to the idea, reducing the recipient's effort during the process of receiving the idea of advertising, providing consumers with places to obtain details about service delivery, and promoting innovative ideas through appropriate communication channels. The function of advertising is also to influence consumer trends through persuasive strategies, and advertising functions are evident in two aspects: Information and transition through information function (Shiba, 2016).

The functions of advertising can be summarized in the following points (Al Silmi, 1969):

- Increasing consumer information and including where different goods, models, and models are sold.
- Increasing the consumer's desire to buy.
- Increasing consumer preference for a particular brand.
- Reducing consumer fears about the commodity on offer is like being afraid to use water heaters.
- Changing the relative importance that consumers attach to certain characteristics.
- Changing consumer impressions about the nature of individuals who consume the commodity (for example, the United States Chesterfield Cigarettes Company ads, where the ads contain images of its smokers in social centers and indicate that they represent the class of Chester Field smokers to give its smokers a certain social status).
- Increasing consumer engagement between commodity use and certain desirable qualities such as beauty and health, such as advertising a dairy company, and the importance of milk for body strengthening and health.

2.2.4. Impact of Advertising on Society

Advertising affects social construction through its direct relationship to the building of social imagination through images disseminated by the media, in two ways either

by financing the media and evoking daily life or by advertising agencies in consumer society. Market forces become the central focus of the economic sector and the social and cultural axis. Advertising in society inculcates a new set of meanings, values, and ways of thinking. The importance of advertising is culturally demonstrated by its ability to influence patterns of behavior and the shape of social relationships and aspirations (Vergara & Rodriguez, 2010).

Society has become more diverse and inclusive. Therefore, advertisers have used familiar and convenient images and language as well as moral commitment in these images, making their impact prominent in society as a whole. The values of society also affect advertising. Advertising is a complex social phenomenon. Advertising achieves four basic functions in society (Karim & Akbar, 2011):

- Advertising offers a marketing function by helping companies sell their products.
- Advertising educates and informs consumers about new products and services.
- Advertising plays an economic role by creating competition between different companies.
- Advertising performs a particular social function by presenting material and cultural opportunities in the entrepreneurial community, thereby increasing productivity.

Advertising can be useful to society in various ways that can be summarized as follows (Welukar & Harichandan, 2011):

- Purchasing encouragement: Advertising encourages people to buy goods and services as some industries rely more on advertising than others, such as the Grain Company, which has been advertised very strongly than the Energy Company because of its broad product arrangement as opposed to the Energy Company, which faces little competition. Advertisers often influence society to buy products based on scarcity and deficiency.
- Advertisements reflect cultural trends: Advertising delivers diverse cultures through their advertising messages to different aspects of social life.

- Advertising promotes economic growth: advertising works to achieve the overall development of the economy by increasing demand and encouraging economic activities by increasing the desire to shop and driving growth in the economy.
- Advertising improves the living level: It provides opportunities to improve people's income by driving consumers to shop more and thus improving the level of living of productive workers.
- Advertising provides employment opportunities: It leads to increased demand for goods and services, as increased demand requires more production and more material and human resources and thus new jobs.

2.2.5. Trends in Modern-Day Advertising

Companies apply methods to communicate their message to the consumers where the consumer styles have also changed as a result of technological development and new consumer habits have emerged, requiring companies to keep up with this development, use digital media devices as the primary means of communication, and utilize new tools as social media and e-mail as well as traditional methods (Tusev et al., 2017).

In the light of these changes, companies must be able to adapt to them and innovate, using new ways of delivering services as well as new ways of communicating with consumers, as these changes have become a major feature of our time (Fil'a et al., 2020).

There are some trends in modern advertising, which can be summarized as follows:

- Digital advertising or online advertising: It's a kind of modern kind of advertising that is used using the Internet as a means of providing and promoting services and goods, one of the most important examples of successful digital advertising is American Express, master card.
- Mobile advertising: It's done through mobile devices where advertisers buy phone list number data for potential customers. The marketing message is sent to them as worked by Ford Motor, Red Box, and Starbucks Mobile Payments.

- Advertising of keywords: In this case, advertisers pay for their ads to appear on the results list via the Internet when the user looks at a certain phrase during the search (Girdhar, 2021).
- Pixel ad: It is paid by advertising owners and the cost of advertising is calculated based on the number of pixel units used online.
- Blog ads: This is done through the company's blogs as a means of reaching its customers, using advertising blogs to market through search engines, and the method of textual association advertising can be used as part of the text on your website is linked to another page on different websites.
- Printed advertising: The importance of print advertising has declined due to the emergence of digital marketing, so this type has been integrated with digital marketing through some methods, including periodical advertising, pamphlets, publications, and direct mail advertising (Suleiman 2020).
- Interactive advertising: It is a two-way communication from sender to the receiver or vice versa, taking into account the flexibility of the communication time, which ranges from commitment and non-commitment until the communication becomes effective, taking into account the purpose of the communication, its directions, message and time. (Nasur, 2015). Also, interactive advertising uses several methods and means that can be exploited by introducing advanced technology and high technologies in it. Employing the human personality in interactive advertising offers a new and different way from what it was previously, and the international information network “Internet” is one of the most important interactive means that exist now at the communicative level, as well as the use of digital technologies as interactive tools in advertising, is a new form of interactive advertising (Abu Deena et al., 2019).

2.2.6. Types of Advertising Formulas

The types of advertising have varied according to the classifications of different researchers where many divisions of the advertising were found, which can be clarified as follows:

Classification according to the target audience:

There is no importance of advertising if there is no one who receives it. The most important thing about advertising is the target audience. The target audience is divided into two basic categories: the individual consumer, companies, or business organizations. Most advertising in the media is directed to the individual consumer who buys the commodity or the service for his or her purposes, advertising for the enterprise is often specialized in print, direct mail, or trade fairs. The media are rarely used. there are three types of advertising for enterprises:

- Industrial advertising: Advertising aimed at individuals who purchase industrial products, this audience is not interested in the product itself but in the way it is manufactured, as the product is part of other products (semi-manufactured goods, raw materials...).
- Commercial advertising: From advertising, enterprises aim to spread their products to the largest number of consumers.
- Vocational advertising: vocational advertising is aimed at a particular audience with a particular profession such as doctors, engineers, and lawyers, and most often appears in the official publications of professional associations. Vocational advertising aims to persuade professionals to purchase certain equipment encourage professionals to recommend a particular product to their customers, as well as to convince consumers to use the advertised product.

There is another approach regarding the public:

- Consumer advertisement: It is an advertisement that is directed to the end consumer.
- Business advertisement: It is directed at agents and distributors to use a commodity advertised for other productive purposes.
- Intermediate advertisement: It's directed at retailers and intermediaries to buy a commodity to resell it for the greatest profit possible (Suria, 2008).

The advertisement was also classified according to the target audience as follows (Alsaid, 2006):

Final consumer advertising: It is an advertisement made by a producer that guides a particular commodity to the end consumer to convince the potential consumer of the benefits of the commodity and induce him to use it as illustrated Figure 2.

Retail advertising: It is aimed at attracting consumers to buy a particular product regardless of brand, national advertising differs from retail advertising in several respects, the most important of which is: The market area covered by each market, with retailers operating in a small market compared to national advertising, there is also a different focus on price, with retailers focusing on price in their advertisements, and the national advertisement focusing on several aspects, as prices vary from market to market, as shown in Figure 3.



Figure 2 National advertising (National Advertising, n.d.).



Figure 3 Retail advertising (Darstaru, 2021).

Domestic advertising: It is used by many advertisers such as banks, these advertisements fall outside the definition of retail ads as shown in Figure 4. In cooperative advertising, in which the producer and distributor cooperate, some producers have a great interest in the advertising effort of distributors, especially

when producers distribute special products. In this case, the national advertiser does not want the consumer to have a problem knowing the advertised stores and therefore prefers to use the distributor's name in the product advertisement (Bin tata, 2009).



Figure 4 Domestic advertising (Darstaru, 2019).

Business advertising: It is aimed at goods produced and sold to the industrial buyer and intermediaries. When industrial products are produced, the producer announces the business advertising. It includes an advertisement that is directed from producers to retailers via direct mail or published brochures, or that is directed to organizations as well as wholesalers as shown in Figure 5.



Figure 5 Business advertising (Commercial Royalty, n.d.).

Industrial advertising: Manufacturers of machinery and equipment, producers of raw materials or semi-fabricated or finished parts, aim to sell their products to other producers, often focusing on quality, strength, and degree of endurance as shown in Figure 6.

Agricultural advertising: It is directed at the agricultural sector, informing them of the benefits of certain agricultural products, such as soil fertilizers and grains, and is

used to promote dairy, meat, and animal herd products. The focus here is on price as shown in Figure 7.



Figure 6 Industrial advertising (Farley, n.d.).



Figure 7 Agricultural advertising (Julich, n.d.).

Vocational advertising: It is similar to commercial advertising, but they do not sell a particular product, but they do advise the purchase of a particular product. For example, the doctor may advise the patient to buy a particular brand of toothpaste, and the decorator advises the use of a certain type of thermal insulation in construction. Form (8) illustrates occupational advertising (Alsaid 2006).

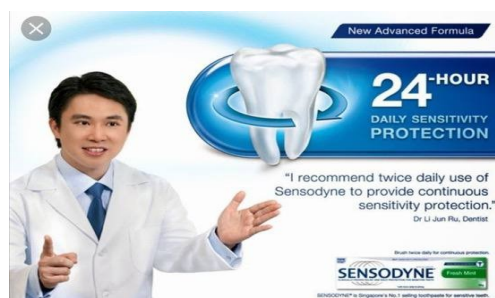


Figure 8 Vocational advertising (Isa, 2019).

Classification according to the objective:

The advertising was divided according to the goal into several divisions, as follows (Alzgbi & Abu nabaa, 2014):

Comparative advertisement: It provides a direct comparison between the advertised mark and that of other goods for competition, which is one of the most popular ads and may be regarded as an alternative to competitive advertising as shown in Figure 9.



Figure 9 Comparative advertising (Amthilat lielaniai Muqaran, 2020).

Reminder advertising: It only reminds the consumer of the name of the commodity, since the commodity has reached a stable stage, and the consumer knows its characteristics, advantages, uses, etc (Al suraifi, 2013), as explained in Figure 10.



Figure 10 Reminder advertising (Hassan, n.d.).

Educational advertising: The purpose of the present advertising is to provide information about goods and services (the subject of the advertising) and how to benefit from their advantages and use, as illustrated in Figure 11.



Figure 11 Educational advertising (Khaled, 2020).

Indicative advertising: It aims to guide consumers about the optimal use of goods and services, as reference must be made to accredited agents who are responsible for explaining how goods and services are used, as shown in Figure 12.



Figure 12 Indicative advertising (Alaa, 2019).

Defense advertising: It aims to resist or reduce the effects of advertising by competitors, as shown in Figure 13.



Figure 13 Defense advertising (Floyd, 2015).

Initial advertising: Encourages consumers to attract them towards and increase demand for a particular product regardless of a brand name such as soda, as shown in Figure 14.



Figure 14 Initial advertising (Aiktibar Almadhaq Alealami, 2019).

Selective advertising: It aims to attract and increase demand for a particular product brand selected by the producers themselves.

Advertising of direct conduct: The consumer is encouraged to buy a particular product such as one direct mail advertisement plus coupons, as shown in Figure 15.



Figure 15 Advertising of direct conduct (Direct Mail Advertising, n.d.).

Indirect conduct advertising: It aims to create a good picture in the customer's mind of the product, and to build long-term sales.

Advertising aimed at the optimal use of limited resources: It aims to rationalize and guide the process of consumption in a society of a particular commodity such as the advertising of “No Excess of Water”, as shown in Figure 16.



Figure 16 Advertising aimed at the optimal use of limited resources (Taerad ealaa 6 Turuq, n.d.).

Event advertising: Aims to promote a good or service on a particular season or occasion such as school students, as shown in Figure 17.



Figure 17 Event advertising (Wilson 2019).

Roasting advertising: It is in the form of a sketch, a picture in a frame advanced by their sign, or a phrase that does not directly affect the meaning and the advertising remains interesting until it finally reveals itself (Alzgbi & Abu nabaa, 2014), as shown in Figure 18.



Figure 18 Roasting advertising (Alqahtani 2022).

Classification according to geographical area:

This advertisement targets a particular audience in a particular geographical area, such as retailers' ads as in Figure 19.



Figure 19 Regional or local advertising (Al Taj Company 2019).

Community advertising: It targets the public in a single country and is marketed for widespread goods (such as laundry powder ads, and savings vessel ads), as in Figure 20.



Figure 20 Community advertising (Bithabat Asariha Almulaymi, 2019).

External advertising: It targeted the consumers outside the State of the advertiser or in several States to market the goods. This advertising has spread with the proliferation of companies, multinational enterprises, and branches, and with the proliferation of agencies with a condition that the parent company was bound by the agent's advertising, as in Figure 21 (Al zunfuli, 1995):



Figure 21 External advertising (Eades, 2014).

Classification according the advertising means:

It includes advertising in newspapers, advertising in magazines, advertising in newspapers and specialty magazines, advertising on radio, advertising on television, advertising in cinemas, external advertising such as posters and banners, advertising by mail, advertising in display windows, advertising in catalogs, and brochures (Alzewati, 2020).

According to the researcher, no matter how different and multiple types of advertising may be, all of them remain in the interest of both the consumer and the producer, all aimed at attracting and satisfying the consumer for goods and services, increasing their loyalty, and maximizing the profit for the product, all of which require technical skills to produce them in the best way and in the best way.

2.2.7. Traditional Advertising Methods

There have also been some traditional advertising methods aimed at promoting goods and services. These methods are designed to showcase what distinguishes a product or service to attract the consumer, and due to the large product market, advertising tools have begun to seek convincing methods of reaching the largest audience (Lazim, 2012).

Practitioners and academics were interested in measuring advertising effectiveness and identifying factors affecting it because of its strong influence on the economic process, which led the American Advertising Research Foundation to hold numerous conferences to research this in addition to developing convincing methods of presentation, which are as the following (Salih, 2021):

Print advertising:

1. Posters: It is an advertisement printed on one side of the paper or multiple sides, and then glued adjacent to the wood. This is a traditional method, used to advertise movies, theatrical performances, and conferences, and is commonly used in small towns.



Figure 22 Posters (Alibdaei w Alraayi Tasmim Mulsaq Lieln Cofee, 2020).

2. Optical advertisements: It's set in the main fields, in the facades of buildings, on the roofs of buildings in strategic locations, or in places with a clear view that are large to attract public attention. (Qoqeza, 2020).



Figure 23 Optical advertisements (Feer Outdoor, 2022).

3. Newspapers: They are one of the most common means of reaching a large number of customers and are one of the traditional means of advertising, relying on various types of large and small companies to advertise and communicate their actions to the target group. The newspaper is suitable for mass communication and is a more flexible advertising tool.



Figure 24 Newspapers (Basic Elements, 2017).

4. Magazines: They are the most expensive print medium, but it is the most focused and has access to target audiences (Alhiari, 2016).



Figure 25 magazines (Magazin Ads, n.d.).

5. Brochures and paper publications: This type of advertising is widely used especially in brand events and events. It is one of the easiest marketing tools to publish a brand and creates a kind of communication with the public, and the types of advertising publications vary according to their purpose (Nasir, 2022).



Figure 26 Brochures and paper publications (Advertising Brochure Royalty, n.d.).

Audio-visual (non-print) advertising:

1. TV advertisement: Television is one of the most famous media, and the most widespread in the world, and the most prominent characteristic of it is that it has a great ability to influence the masses. Although television is widespread and seen by all, it cannot target a particular category of consumers. Television networks try to develop their access to a particular target audience. Television is also one of the best options for reaching the widest international and regional markets over a short time, which is the basis of media advertising. However, it faces many challenges, such as the emergence of various alternative media, especially interactive and social media,

as well as technological development, which has led to rapid trimming among stations, resulting in a decline in the importance of television for some people.

2. Radio advertisement: It is one of the oldest audio-only media, and depends mainly on the dissemination of the media, on the audio communication that exists between the audience and it, through the audience and listeners to the voice of the announcer, which usually provides a lot of media content. (Atoom, 2019).

3. Digital advertising: It is Internet advertising and search engine, a form of contemporary marketing for offering marketing messages to consumers, and an example of successful digital advertising is “American Express, MasterCard”.



Figure 27 Digital advertising (American Express, n.d.).

4. Promotional advertising: This type of advertising is the modernist-art promotional media that draws public attention.



Figure 28 Promotional advertising (Mansoor, n.d.).

5. Pixel ad: It's a new type of advertising in which the cost of advertising is calculated according to the number of pixel units it operates online (Suleiman, 2020).

6. Mobile phone ads: Mobile advertising is one of the latest types of electronic advertising, as the advent of the mobile phone has changed the shape of the world and affected life since the beginning of the twenty-first century. Mobile advertising is a sophisticated marketing method that offers advertisers great possibilities to customize advertisements for the target audience and introduce the brand. (Ghujil, 2015).

According to the researcher, modern advertising as opposed to traditional advertising is easy and accessible to the largest number of consumers, so the advertisers and companies concerned must work to develop the modern advertising aspect to achieve as much access and profit as possible.



3. INTERACTIVE ADVERTISING: CONCEPT, TYPES, CHARACTERISTICS

There have been many technological and communicational developments in the world since the mid-twentieth century, owing to the emergence of the Information Network, which have expanded human knowledge, stored, arranged, produced, transmitted, and dealt with immediately. The types of networks are divided into two types, including general and specialized information networks. About 60% of these networks are concentrated in the United States of America, 26% in Europe, and 14% in the rest of the world. They are used worldwide through computers and interfaces. The International Information and Communication Network has made a difference by creating new advertising and media programs that take care of the public and give it considerable scope for active participation, expression, planning, and evaluation (Saeedi, 2020).

Technological developments have also evolved advertising methods owing to the integration of computers with modern communication techniques such as satellites and the International Information Network. It has brought integration and interaction between the sender and the recipient of the message and between them and the means itself, and it has already become the message. Marshall McLuhan noted that advertising designers should use modern, non-traditional advertising methods that have a greater impact on the public and can communicate the advertising message effectively (Musa & Muhamed, 2018).

Interactive advertising is a new kind of advertising technology and is the basis for direct interaction with the potential buyer and consumer thanks to certain special technologies. This has led to the widespread dissemination of advertising and its accessibility to the public everywhere and in various ways. The designer is obliged to target each segment in the manner in which it is concerned. The target audience is moving away from traditional advertising and the designer has sought out the most effective and attractive advertising ideas for the consumer (Abu deena, 2016).

The following figure illustrates the nature of interactive advertising:



Figure 29 A change campaign (Alielan Altafauli, n.d.)

3.1. THE CONCEPT OF INTERACTIVE ADVERTISING

Interactive advertising is a modern and important promotional and marketing activity and an important source for economic institutions, through which the organization can achieve all its objectives around advertising, providing all the information needed by the public on the goods and services they wish to buy (Shafeeq, 2010).

Interactivity is a means that has emerged as a result of new technology with interactive services that enhance communication between sender and receiver (Tomi, 2011). In addition to some kind of communication art, the receiver of advertising can interact with it to achieve understanding through the exchange of ideas and opinions that are consistent with consumer responses (Zaom & Bumaaiza, 2007).

Interactive advertisements occur as a result of the mutual relationship between the product and the recipient, and the effectiveness of interactive advertising lies in accurately identifying the target audience and choosing new places and unconventional methods and techniques that surprise the recipient to change his mental energy, and capture his attention for a long time. Interactive advertising also increases interest in the content of the advertising message, and thus enhances from the efficiency of the process of remembering, realizing, learning, and preserving the acquired information, and the integration of interactive methods in advertising helps to raise the recipient's sense of privacy in addition to giving him direct experience with the product (Jabir, 2021)

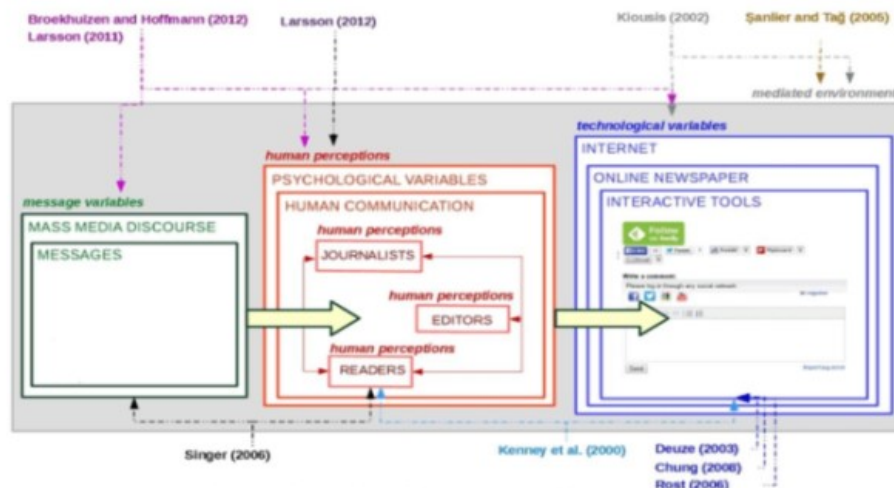


Figure 30 Different approaches to the concept of interaction (Moreno et al. 2017)

According to the researcher, the interaction has brought about a lot of change and evolution in the form of marketing advertising, helped by the technological revolution of the current era, allowing many online marketers to market their products internationally as well as globally.

3.2. TYPES OF INTERACTIVE ADVERTISING

Interactive advertising can take many forms, with new ones being developing constantly, including the following:

1. Virtual reality: It is a type of interactive advertising, and it is one of the most important modern technologies today in advertising and design. Virtual reality technology is the meeting point of three technologies: communication systems, three-dimensionality, and modern media. It simulates images and sounds using a computer to produce things that appear to be real. It is considered an interactive generating environment. By computer programs, an artificial world appears as a result of the interactions that occur between the virtual environment and the user, as it is a virtual and interactive simulation environment of real or three-dimensional objects in which the viewer is immersed using different computer technology (Abd Al heleem, 2017).



Figure 31 Virtual reality (Virtual Reality Marketing, 2020).

2. Augmented reality: It is a type of interactive advertising that seeks to replicate the real environment and enhance it with virtual data. In other words, it is a system that generates a composite display for the user that mixes the real scene viewed by the user and the virtual scene generated by the computer, which enhances the real scene with additional information (Obawi, 2015). It is a technique that depends first on the actual reality and then adds to it by placing layers of digitally designed still or moving images. Augmented reality works by adding unrealistic layers to actual reality and does that through tools capable of making this addition and blending (Zain, 2018).



Figure 32 Augmented reality (Malecaj, 2021).

3. Interactive video: It is a type of interactive advertising, and although it is considered a modern technology, interactive content is not new, and it can be defined as digital videos that support user interaction incredibly in terms of style and presentation. It also gives companies a great deal of flexibility in how to present themselves and their products, as it is an essential component of any marketing strategy by adding a more powerful tool to interact with the content as the most comprehensive way to present the concepts to the recipient (Curi, 2020).

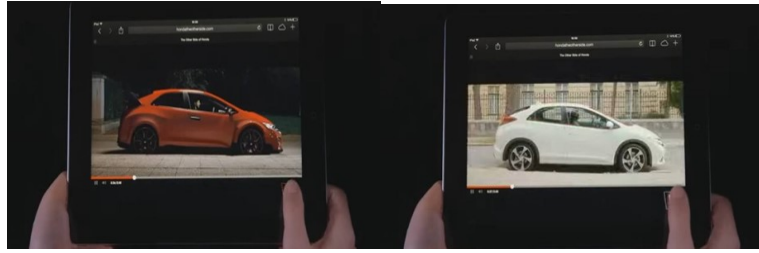


Figure 33 Interactive video ads (Honda, 2015).

4. Digital screens: They are the latest developments in the field of outdoor advertising throughout history, as the distinctive shapes of billboards such as rectangular and flat displays, long displays, or cylindrical advertising columns have developed and these screens allow passers-by to interact with them by touching or not touching. These screens also seek to create interactive displays that are more active and effectively influence the behavior of passersby to increase their effectiveness, better attract attention, improve public interaction and increase marketing (Beyer, 2018). As we live in a period called the Information Age, new communication technologies are enabling new ways for advertisers to interact differently with customers. Digital screens including interactive touch screens and other screen technologies depend on changing the media environment. So they are changing the ways of communication and nowadays these screens are more commonly used for outdoor advertising (Eken, 2017). Also, all smartphones and other personal devices contain a touch control feature, and therefore touch screens have spread widely in the world and consumers are dealing with them daily. The consumer can interact with it directly at the same time as watching it. These interactive touch screens even allow the consumer to try some smartphone applications directly on the streets and to order products by clicking on them. It will also open a new world of Internet marketing (Redwan & Aleesewi, 2016).

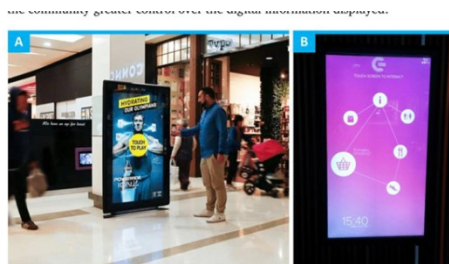


Figure 34 Digital interactive screens (Parker, 2018).

5. Social experience: It is a type of interactive advertising where social marketing through interactive ads helps rid the recipient of the negativity in receiving the advertising message and makes it more interactive. It aims to achieve multiple goals, such as strengthening the relationship between the recipient and the good or service, enhancing the recipient's positive mental image, or influencing his purchasing decisions (Ameen, 2018). Some social experience type interactive ads also use guerrilla techniques, which is an unconventional approach that depends on spending time and energy, and using creativity rather than doing business by spending money. A technique initially developed by Jay Conrad Levinson in 1984, the advertising tactics of this approach go far beyond those of traditional applications and are also unpredictable, and thus require creativity. Guerrilla ads seek to capture the attention and interest of potential customers in public places such as on street corners, and in subway stations. The goal of this method is to increase communication at the lowest cost, and these ads rely on strong imagination, speed, and creativity (Bigat, 2012).



Figure 35 Social experience (SNCF 2013).

It is clear from the foregoing that all forms and types of interactive advertising are important and companies that seek to increase and maximize their profits should employ them in the best way. On the other hand, interactive advertisements can be a mixture using more than one type of the above. As this era in which we live depends mainly on the Internet and many things are related to it, digital technologies and interactive advertisements are an inevitable means that most users will experience on the Internet or anywhere else.

3.3. CHARACTERISTICS OF INTERACTIVE ADVERTISING

Interactive advertising has several characteristics that distinguish it from traditional advertising. These are as following:

Interactivity: It is intended as the relationship between the public and what is advertised. The greater the amount of interaction in advertising, the more efficient the advertising is and thus the greater the consumer will interact. The interaction process is due to the diversity of multimedia and the ease of movement within advertising (Ibraheem, 2014).

Synchronization: The synchronization between the timings of the overlap of the different elements found in the programs is intended to coincide with the speed of presentation and the capabilities of the recipient so that all elements of multimedia such as voice, written text and speech are synchronized in the appearance of the appropriate text, image, and commentary, all of which are determined when the presentation is designed.

Speed of performance and flexibility: Flexibility is an important factor for the analysis of information and multimedia programs. Interactive multimedia elements can be controlled and any modification of presentation can be made in either the design or production process, such as the possibility of deletion, addition, and change when needed (Ahmed 2020).

Popularity: It is the possibility of sending the advertising message to a single individual or group, as well as the degree of control over the communication mechanism when the message reaches directly from the product of the message to its receiver.

Convertibility: It is the ability to transmit information from one part to another, like audio message transfer techniques to a printed message and vice versa.

Mobility: This is using communication that enables the recipient to take advantage of the advertising message while traveling from place to place, such as using mobile devices.

Connectivity: That is, the possibility of connecting automatic devices to other devices regardless of the manufacturer or the country of manufacture (Sedeeq, 2018).

3.3.1. Advantages

There are several advantages to interactive advertising (Al jabri et al, 2019):

1. It is a more effective means of advertising than traditional advertising, thus further absorbing the advertising material of the consumer, and also providing those interested in advertising with more information about the product.
2. You can know the success of advertising campaigns daily, which helps to change the course of advertising and is also seen as a way of raising your returns.
3. Targeting by directing advertising to the appropriate consumer through advertising campaigns according to age, geographical or functional groups.
4. Interactive advertising generates a direct immediate response from the consumer.
5. Repetition of the advertising in front of the recipient places the consumer in mind.
6. Design techniques allow the advertiser to disseminate the advertising in innovative technical forms and methods.
7. It can communicate more information about the product, its details, its price, and how it is obtained.
8. It proves the importance of the user (by asking them to respond or by interacting in some way).
9. Viewers are given greater control over their interpretation of the content of the advertised product.
10. It opens the lines of interaction and dialogue between the brand and users.
11. It reduces the difficulties facing consumers as well as producers and advertisers by sending accurate and understandable advertising messages (Abd al lateef et al., 2018).

12. It works to achieve near-constant communication with clients.

According to the researcher, the advantages of interactive advertising have made it very important in the advertising and marketing. Interactive advertising is more accessible than traditional advertising and more attractive to the consumer, thus increasing its role in achieving the highest volume of sales.

3.3.2. Objectives

In general, both interactive and traditional advertising aim at selling goods and services to consumers, but of course, interactive advertising has a range of characteristics and features that help to broaden the scope of objectives and increase the effectiveness of advertising to influence consumers. The main objectives of interactive advertising can be summarized as follows:

- To offer a variety of means by client division based on detailed studies of clients and rationalization in advertising budgets to achieve marketing objectives.
- To obtain accurate and rapid results and statistics for targeted audience responses and market changes, which are of great importance to marketing and advertising people.
- To provide the so-called value added to clients compared to traditional advertising, which may be to increase or gain access to information about the product or service through this, and the interaction adds a distinctive dimension not provided by the traditional advertising (Abu deena et al, 2021).

3.4. SOCIAL INTERACTION AND SOCIAL MEDIA

French sociologist Emil Durikm and German sociologist Ferdinide Tunnies were two of the major pioneers of social networks in the late 19th century, using radio and telephone for social interaction. Social networks evolved with digital media, beginning in the 1950s when computers were used, e-mail appeared in the early 1960s but was not available to the public until 1991 (Edosomwan et al., 2011).

In the 1970s, the first online social platform, the BBS Bulletin Board System, emerged as an introduction to the World Wide Web and Social Network services in

their modern form. The advent of Compuserve played a major role in real interaction by sending e-mail messages, joining forums, and discussing among thousands of members. These forums were very popular and paved the way for where the Internet is now (Svetlana & Philipp, 2012).

Several online social platforms emerged in 2000s to facilitate interaction between people of common interest, which in turn has affected companies and their marketing advertisements for their products.

3.4.1. Social Internet Platforms

They are websites that allow users to communicate and interact with each other by being under the roof of a single network. They allow users to create and share written and audio-visual content from videos, images, group games, and blogs, as well as interact with what is disseminated by others, and instantaneous communication between users through either voice or video calls. Social platforms are a tool that reflects the effectiveness of the Internet, modern technology, and digital media to create interactive clubs through the Internet.



Figure 36 The high use of social media compared to other means (Mukherjee & Sharma, 2018)

According to the researcher, the emergence of social platforms has opened a wide door for the business world, both in marketing products from goods and services and in the ease of communication between providers and marketers on the one hand and consumers on the other. Social platforms have also created many business opportunities for young people through individual marketing and self-employment, as well as through businesses and others.

3.4.2. Interactive Social Media Formats

Social internet site formats are numerous and can be classified by function. There are sites used for dissemination, such as Wikipedia, some of which are used for sharing, such as YouTube video, and Flickr images, some of which are used for chat. There are public social platforms like Facebook and Twitter. The degree of interest of people varies from site to site, but in general social platforms of all kinds and forms are very popular, especially in recent years (Alrawi, 2012). The main interactive social platforms are presented below.



Figure 37 Different social media applications that are most visited. (Mukherjee & Sharma, 2018)

1. **Facebook:** It is the largest social media platform, topping the list of interactive social platforms. According to the global report "Digital 2021," out of 17 social networks and text messaging platforms whose data were monitored this year in the index of active users around the world, approximately 2.8 billion were registered worldwide (Abu Shereea, 2021). This network can be accessed free of charge. Users may join networks organized by the city, the region, or the employer to interact and communicate with others. Facebook launched as an unexpected product of Harvard University's Match Face. Mark Zuckerberg created Match Face in October 2003, to enhance communication between his colleagues, after which the site expanded further and opened its doors to all and is now one of the most popular and widely used sites (Sarah, 2016). The following is a format showing three interactive Facebook ads enhanced reality advertising and operable advertising:

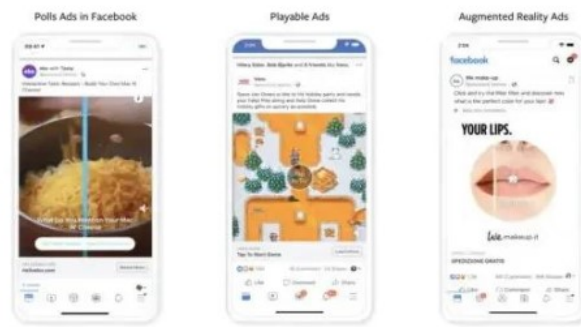


Figure 38 Facebook (Cohen, 2019).

2. **YouTube:** It is an American social interaction platform based in San Bruno, California, officially launched on December 15, 2005, by three former PayPal employees: Jawed Karim, Steve Chen, and Chad Hurley. The content of the site varies between music, video, films, TV. YouTube allows the user to upload, view, evaluate, share videos and add some of them to ad hoc lists, and is currently equipped with about 67 million employees, and after the launch of YouTube it is easy to publish around the world (Sobera, 2020). To assist in effective communication with clients, YouTube announced in 2006 a new concept of online advertising: video ads. The site provides advertisers with a video content display space to help connect to audio branding channels and video ads of between 15 seconds and a few minutes on the Internet, and YouTube ads, such as all other ads on interactive social platforms, including free and paid ones. Free advertising is that the creation of the account is free, so companies can post a free video of their products, and the rental often appears as a column in the right-hand section of the website page, and in a color different from that of the site (Mosily, 2015).

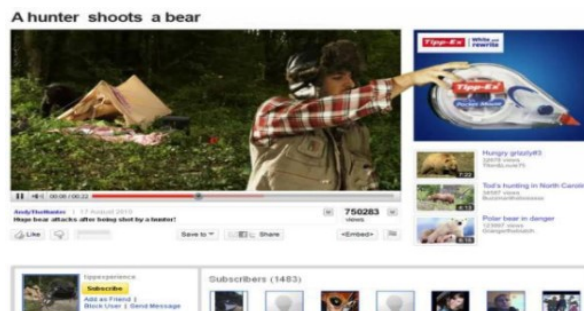


Figure 39 YouTube (Scott, 2010).

3. **Twitter:** It is an American social networking site that offers a microblogging service called tweets. It was founded in 2004 in San Francisco by Peter Stone, Evan Williams, and Jack Dorsey. In October 2006, the company officially launched it to all users (Alhewamida, 2019). Twitter is an information network supported by people around the world. Twitter is one of the most popular sites of new information and advertising technology that allows several information to be posted online from official and informal sources. It has become a part of the different media systems, enabling the user to receive and flow information from all media. Twitter contains advertising campaigns that help to reach marketing goals, and provides more than 20 product options to present content and media in the best possible format. Although these exchanges can be used, most are directly linked to the campaign's goal and marketing goal to maximize results (Muhamed, 2007).



Figure 40 Twitter (Quadros, 2021).

4. **LinkedIn:** One of the most important applications of modern interactive social platforms was founded by Reed Hoffman in January 2002 and became operational on May 5, 2003 (Alnasir, 2019). LinkedIn is a professional social network of many professionals in various fields who shares their interests. While Facebook and MySpace focus on social relations, LinkedIn focuses on professionals and allows them to create and maintain public relations in practical areas to enhance their professional skills and services (Al iqab, 2007).



Figure 41 LinkedIn (Weber 2018).

5. **Instagram:** As one of the most important interactive social platforms in recent years, it is widely known among millions of Internet users around the world. It is also a multimedia social network owned by Facebook and is now a virtual shopping center with many advantages to help companies sell products (Alnejar, 2021). It allows users to download different images and also to download short videos, as well as to follow the accounts of famous artists or personalities, and is the second most important application used by shoppers and entrepreneurs to promote their various goods and products (Jebur & Bakeer, 2018).

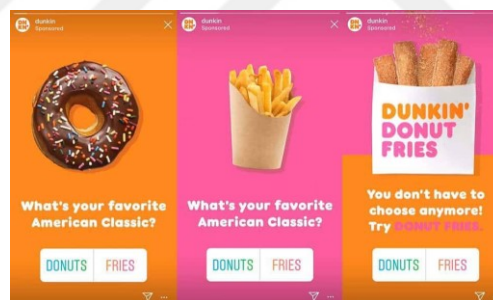


Figure 42 Instagram (Make Your Stopies Ads More Interactive, 2020).

6. **TikTok:** It is a social video streaming app. Users of this platform post videos and short clips to easily share their life moments. It is the fourth most downloaded app in the world for 2018, competing with Snapchat and Instagram. The TikTok social platform is known as an app to which anyone can log in, take photos and videos, and present them in a great way that is directly creative to others. It has become the first application to create and explode talent. Not only does it depend on this, it provides an important opportunity for advertisers, allowing users to modify and share videos of the marketing world with its unprecedented high capacity. In early 2019, the app launched a pilot version of its ad display, and since then large names have been used,

such as Nike, Grubhub Music Apple, Fenty, Beauty, and TikTok ads to promote products in unique, visually attractive, and effective advertising campaigns that do not resemble many of their predecessors (Fleming, 2020).



Figure 43 TikTok (TikTok's Collaboration, 2019).

3.5. MARKETING, PROMOTION, AND INTERACTIVE ADVERTISING

Marketing is one of the most important activities of companies linked to the environment in general and the consumer market in particular. It is an effective tool for communicating, sustaining, and responding to changes in the environment. It is therefore essential to create an integrated and effective system in developing this communication with all the parties with which the company deals (Mnsoor, 2011).

Promotion is a specific combination of advertising, personal sales, sales promotion, and public relations to achieve specific advertising and marketing objectives (Hasan, 2015). It is also defined as presenting a topic or set of topics to the public to defend what was on offer, while others considered that the promotion included contacts with the target market for the product (Haddad & Sweidan, 2006). Others also consider the promotion to be the product's persuasive communication process to attract and influence consumer purchasing behavior. The promotion provides information to the consumer about the product, especially the benefits it will offer the consumer as well as the price and place of sale (Tamliah, 2013).

Marketing and promotion have become more interactive than in the past because of continuous technological advances and their impact on the customer's purchasing decision have become significant, and interactive marketing is one of the most important modern marketing trends used to maintain a continuous relationship with

customers and thus earn more profits (Muhammed, 2019). The importance of interactive promotional marketing through its function lies in the processes of education and the provision of information on the acquisition of goods and services. Interactive and global aspects are one of the most important reasons why interactive advertising is an important advertising tool in comparison with other traditional methods. Marketing through interactive advertising contributes to the negativity of the recipient in receiving the advertising message and makes it more interactive. Reaching the desired impact is not an easy process, as it includes many innovative aspects that can reflect the idea of advertising in a way that enables it to convince the recipient more. There is an increasing trend in the use of interactive advertising as a means of communication with the public (Ameen, 2018).

The marketing mix represents the overall marketing strategy developed by the senior management of a project or company and consists of four components, including price, product, whether a good, service or idea, place of distribution and promotion. Promotion is the fourth component of the marketing mix and consists of the following components: personal sale, advertising, sales revitalization, advertising and publishing, and public relations (Boknoon, 2013).

The elements of the marketing mix related to interactive advertising can be summarized as follows:

Price: Price is the monetary expression of the value of the commodity at a given time and place. It is the only component of the marketing mix that is the source of the enterprise's revenue because the other elements are a source of the cost that must be covered by this revenue. The price of the commodity is very much linked to its quality and performance capacity. Price fixing is also critical to the profitability and viability of companies and enterprises and other elements of the marketing mix. In addition, the price must be accessible to the customer and cover the cost of production and the level of profit under heavy pressure from competitors (Reshad, 2015).

Product (commodity, service, idea): The product is the most important component of the marketing mix. It is the basis for the implementation of marketing activities. It

is intended to be provided for consumption, use, possession, or to satisfy a particular need or desire, as it covers all physical characteristics, intangible services, persons, places, and companies. As for the modern concept of marketing that focuses more on the customer than on the product, it is important not to find a customer for the product of the company, but rather to find a product for its customer, which is based on the production of the marketable, i.e. it focuses on marketing rather than selling and focuses on the need to identify the needs of the customer first, then produces the commodity mix and build the marketing mix (Abd Alhemeed, 2018).

Distribution (place): It includes all activities performed by the product from the moment the product is finished until it is in the hands of the ending consumer for consumption in place, time, shape, and quantity appropriate to the needs of the consumer (Alameen & Nabeela, 2009). The distribution can be direct or indirect, direct distribution aims to distribute products without relying on available market distribution outlets for profit without the participation of market intermediaries and observers, to dispose of inventory, to seek new markets, and obtain new market information. Indirect distribution depends on the distribution of products to intermediaries. Companies resort to this method because of difficulties such as geographical distance, and difficulties in transmitting information on consumer preferences to provide a variety of commodities (Omar et al., 2015). The following figure shows the place of distribution in the marketing mix.

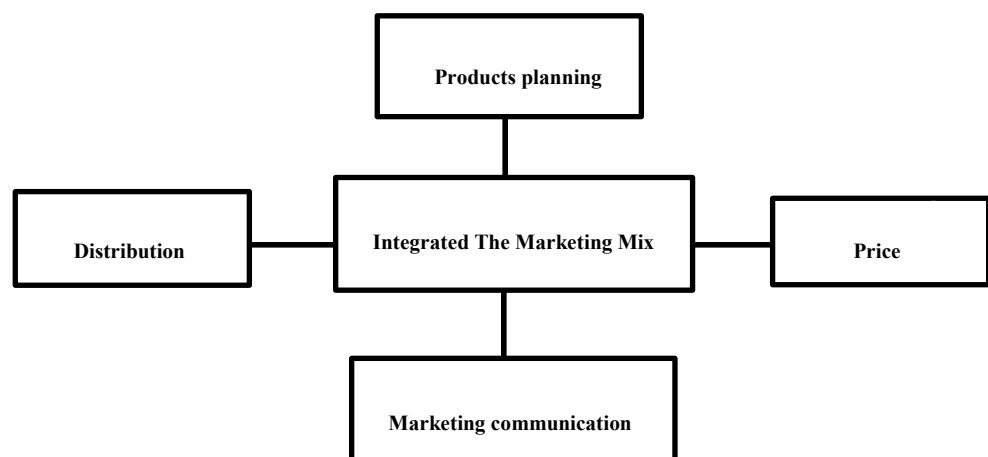


Figure 44 Distribution location in the marketing mix (Omar el at, 2015).

Promotion: It is the process of communicating with others and informing them of the types of goods and services that the product has. It is the activity that takes place within any marketing effort that relies on a persuasive communication process through which a good, service, idea, place, person, organization, or behavior pattern is made known with a view to influencing the minds of members of a particular audience to elicit their response to what it promotes (Alkair, 2015). The importance of promotion lies in achieving the required communication with the public and identifying and responding to their needs to attract as many of them as possible. It can be said that promotion is essential not to combine with the rest of the other marketing mix to achieve the objectives of marketing activities related to the delivery of goods and services to the consumer. The main objective of the promotion is to influence the behavior of customers and convince them of the commodity or service and remind them of it, pushing them to buy this good or service in the future, thereby achieving the company's objectives by increasing sales and profits and improving the company's self-image among all customers (Alkfarnah, 2020).

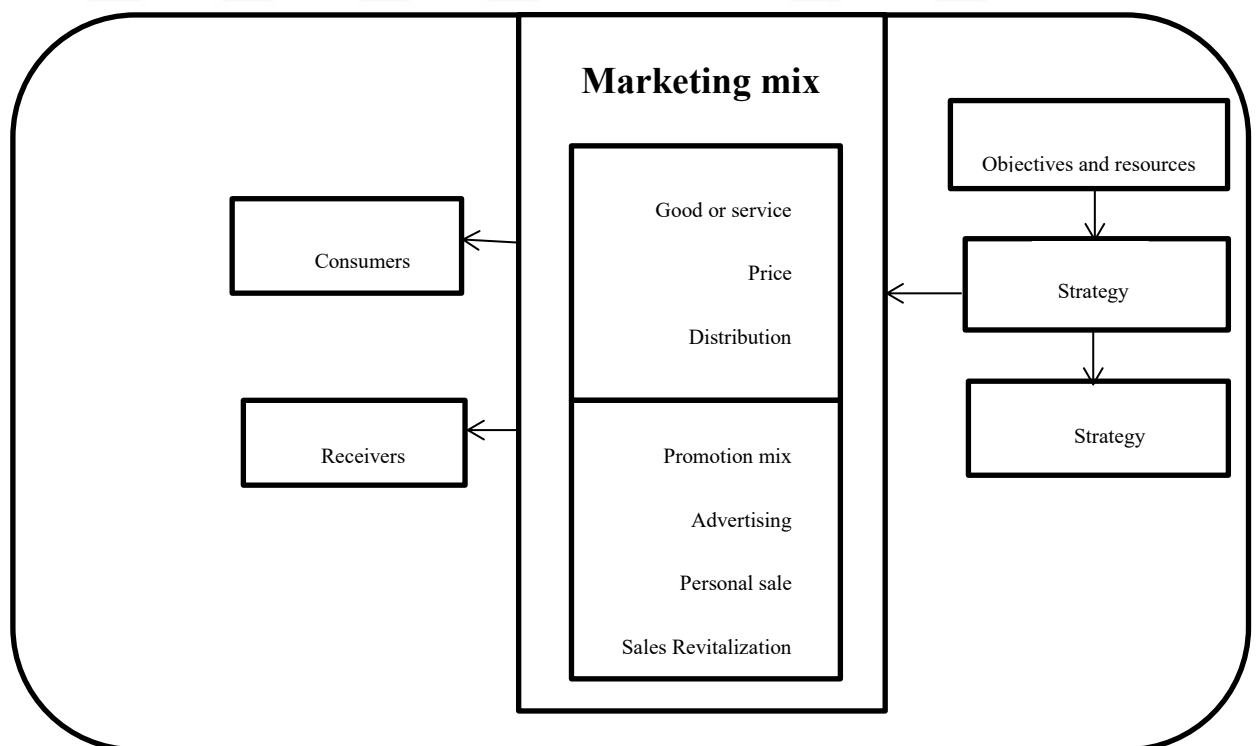


Figure 45 Promotion within the marketing framework (Alealaq, 2006).

3.5.1. The Relationship of Interactive Advertising with Marketing Effectiveness

Traditional advertising was once one of the most important elements of graphic design through which products and services provided through productive companies were promoted, but with technological development and digital communication techniques, it evolved into the existence of interactive advertising rather than traditional advertising or as an addition to it. Interactive advertising, its connection to social media, and its use of images, colors, drawings, and other means to communicate the advertising message have a significant impact on marketing effectiveness in the goods and services market. Through it, consumer access has become faster than before and has become closer to consumer consumption by making it more attractive to the consumer through its efficiency. Consumer access to these interactive ads through various social media and modern means of communication increase sales of goods and services and thereby increase profitability and efficiency.

Interactive advertising serves to inform the public about the brands, products, and services available around them and is one of the best ways to reach customers, offering them the product or service and motivating them to buy it. Thus, interactive advertising increases sales increase income in productive enterprises, and increases national income. Studies have confirmed that the increase in interactive advertising spending on the local product is directly proportional to the per capita consumption rate, and therefore interactive advertising plays a key role in the global economy as shown in the following graph (Tavor, 2016).

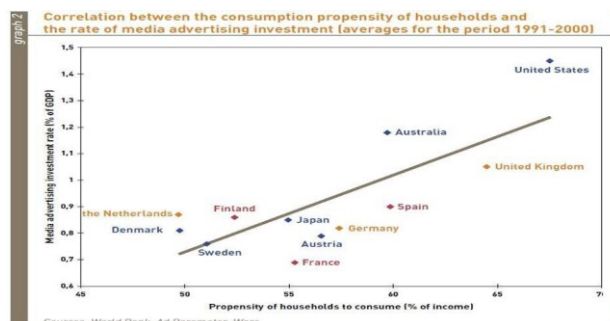


Figure 46 The importance of advertising in the economy (Ahamiyat Aliielan, 2016).

Eiffel Bourne, the author of the most famous study on the importance of economic advertising considers that advertising affects demand and supply, helps to raise demand for goods and services, and helps to maintain the level of sales prices when demand falls. Advertising also has an impact on the emotional buying motivation of consumers, which increases demand. Advertising cannot stop the decline in demand for a commodity but can delay the decline, and advertising affects the price of sale by increasing price stability. Advertising plays a major role in investment and national income by creating minds and ideas for a high standard of living and activating the desires of society by bringing about certain developments and improvements in society, thereby increasing the propensity to invest and thereby increasing national income. Advertising also creates desired profits for enterprises and urges them to increase investment, leading to increased employment, per capita income, and national income. Advertising affects production costs by reducing costs in some industries as well, but cannot reduce them in other industries such as handicrafts (Resheed, 2011).

Advertising has impact on marketing costs and the quality of goods. Advertising indirectly leads to the improvement and distinctiveness of goods and contributes to enhancing the consumer's desire to obtain these goods (Atoom, 2019). Moreover, interactive advertising has a significant impact on the market, as it increases the market power of companies, through its important role in raising awareness, raising product fame, persuading customers to fit the product, meeting their personal and business needs, encouraging the customer to complete the procurement process and provide the best product promotion services, as well as providing accurate solutions to communicate with the target groups, leading to increased interaction with marketing campaigns and increased sales over a specified period and in a continuous way (Hamilton et al, 2009).

Advertising is also one of the important methods in extending the bridge of communication between the producer and the consumer to market goods and services, especially in recent times, where it has witnessed a great development in advertisement types and also the emergence of interactive advertisements, through

which marketing has become not limited to a specific area, and as the sales process is not linked to specific dates. Marketing can now be done at any time of the day.

Advertisement also serves as a gateway for the public to know the company's products and services, enhancing the company's market presence and making it known to all. The interactive advertisement shows the features of the goods and a service provided by the company and prevents other companies from imitating products. Interactive advertising is also used to implement marketing goals. Interactive advertising message gradually increases sales revenue.

According to the researcher, both the economic and marketing dimensions are interrelated, as the marketing dimension of interactive advertising attracts the consumer towards the product or service, thereby increasing sales and profit, thus affecting the profitability of the company and national income in general.

4. METHODS AND ELEMENTS OF INTERACTIVE ADVERTISING

During the development of societies, and industrial and technological progress, many unusual modern means of communication have come to the surface. Human beings are undergoing an ongoing revolution in the world of human communication and interaction. They must coexist and interact with new electronic achievements. Also, because of the intense rivalry between advertising and competition between companies, advertising companies had to use ads of interest to the recipient, such as interactive advertising, which increases the value of advertising and increases the effectiveness of the advertising message (Abu deena, 2016).

This evolution in the design world revolves around the concept of interactive design, which is the kind of creativity of a graphic dialogue between humans and certain intelligent products. It can be called behavioral design and its elements are the user, the technique, and the aesthetic sense of the designer. Achieving a balance between the recipient's needs and the administrative and commercial objectives of interactive design and technical capabilities has therefore become the basis of design, as the interactive design is based on the forms and situations that elicit the recipient's reaction (Selam et al, 2017).

In its relationship with the recipient of the advertising message, interactive design relies on high technology, attractive interactive experience, and good design, through effective communication of interactive and practical systems. It involves combination of interaction and simplicity, informing the recipient of new changes, as well as overcoming the difficulties encountered by the recipient of the message during the interaction process. Interactive design can be defined as a design based on the formation of user experiences that enhance the way users interact with products and companies, and is concerned with building systems that allow interaction between a product or service and its users, to form a mental image between products, individuals and services that they use to increase the effectiveness of the process (Al jabri et al, 2019).

4.1. INTERACTIVE ADVERTISING AND DIGITAL COMMUNICATION

The term digital revolution reflects the age when information technology was merged with communication. On the technical side, digital is the letters, images, and sounds converted into data which can be stored, processed, and sent through computers. Digital communication is the basis for most of the work to be acquired by the individual, which includes concepts, production, connectivity, and reception of the means of communication in their jobs and lives, as well as the ability to make effective communication by various digital means (Al dubeisi & Al tahat, 2012).

Interactive digital advertising includes the presentation of information through digital technology means and the instantaneous interaction between consumer and sender through modern digital technologies. The Florida Digital Media Corporation has defined digital media as an innovation that integrates arts, science, technology, and business for expression, human communication, social interaction, and human education, and has many other concepts such as quality media, interactive advertising media, interactive multimedia and modern interactive mean (Abd al lateef et al., 2018).

There are many interactive digital communication success skills, which include the following (Pavlou & Stewart, 2000):

- **Flexibility:** Individuals using digital communications and interactive advertising are highly adaptable, can change their priorities with high flexibility and can adapt to the surrounding conditions quickly.
- **Lifelong learning:** Continuing education is important for marketing, as it is difficult to predict future changes, but the most successful digital communication professionals are committed to continuous learning to sustain their survival at the rapid pace of change.
- **Storytelling passion:** One of the most influential ways to convince the public is a powerful narrative and digital communication is often interested in the art of persuasion.

- Empathy: Empathy occurs when the advertiser builds strong and sustained relationships with the audience, and that's an attempt to influence them.
- Curiosity: Curiosity is a feature of digital communication practitioners, who tend to have a great understanding of the people, processes, and channels of communication around them.

According to the researcher, interactive advertising and digital communication are closely linked to the technological and technical development currently available, which is required by the current public and which favors the best and easiest marketing and procurement methods that meet its needs as quickly and effortlessly as possible.

4.2. INTERACTIVE ADVERTISING AND THE CONSUMER

Interactive advertising is usually designed to make the consumer more aware of the location of products; sometimes advertising occurs as a public service such as alert campaigns against the dangers of smoking and addiction. In other cases where advertising is aimed at attracting consumer interest and confidence, product owners always try to increase interest in buying a product or visiting a place that is for profit. One of the most important functions of advertising is to create a need to demand something. Once a consumer has a desire to get that thing, advertising is at their disposal. Advertising gives solutions to consumer questions. Effective advertising also creates a desire for something and offers an interesting solution at the same time (Selam et al, 2017).

Interactive advertising has become a major influence on the consumer, allowing consumers to interpret advertising uniquely. It also serves to highlight the importance of the consumer's role in determining the value of marketing campaigns. It encourages consumers to engage in effective marketing communications to provide feedback, avoid useless topics and use content that attracts them. Interactive advertising also helps consumers to provide correct information about products and validate this information, making consumers an essential part of the advertising process by interacting, thereby increasing purchasing power (Merzooq & Omar, 2018).

The purpose and basis of the advertising process is the consumer. All advertisers are working hard to attract their attention. Convincing advertising is one of the most important challenges facing advertisers. Competing advertising under modern technology has been shown to attract consumer attention and satisfaction, and this is a feature of successful advertising for consumer desire (Al eesa 2010).

Interactive advertising plays a significant role in influencing consumer purchasing behavior, according to modern marketing theory. Interactive advertising affects consumer purchasing and is a key marketing and advertising movement that results from customer perception. It is characterized by attention, interest, desire, and action, and expresses a common list of events that may occur as a result of consumer interaction with advertising (Yu & Li, 2013).

According to the researcher, the most important concern of consumers is to satisfy their product needs and desires effectively, as they are interested in what attracts their attention and advertising companies must use this to achieve the highest marketing level and the greatest profit possible.

4.3. INTERACTIVE ADVERTISING METHODS

Interactive methods play a major role in the advertising communication process, especially after major developments in digital technologies, which are the basis for the presentation, production, and retrieval of information through the use of interactive media as a powerful and successful model of advertising message presentation, the use of interactive advertising raises technological challenges, as well as a desire to recognize all components of advertising leading to the goal (Al jabri et al, 2019).

4.3.1. Examples of Locations

Interactive walls: One of the types of computer applications characterized by touch controllability, high volume, high visibility, multi-user, and interconnection. The main objective of interactive wall design is to communicate directly with the user, as they feel close and interact as if they were in the same location (Hindi & Al rifae, 2017). The following is an interactive wall project designed specifically for a

hospital in England as a means of facilitating the children's transfer to the operating room.

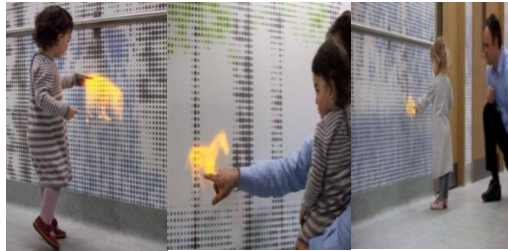


Figure 47 Interactive walls (Winning Nature Trail, n.d.).

Interactive flooring: Interactive floors have emerged in recent years as a result of the burgeoning interactive movement. Interactive floors combine the perception of body motion with the effect of this movement on surfaces and floors. They transform floor spaces into a fun experience as a result of the changing shape of the floor, as the audience pass above the (Shamis et al., 2021). Interactive floors consist of a LED screen, a screen specially designed for ground display, designed to adapt to high-strength pedals to achieve generally interactive functions. The screen can be changed, attracting people's attention. The floor tile screen is equipped with an infrared sensor when the person moves on the screen, the sensor can sense the person's position and return information to the main control unit after that (Carol, 2021).



Figure 48 Interactive flooring (Nazra Mubtakara, n.d.).

Interactive ceilings: Interactive ceilings are one of the tools of modern technology and light services that offers impressive experience and pleasure. These surfaces are often used for aesthetic things. But many experiments have been done, and are still being done, to achieve what is known as electronic media management, and that has

led to the implementation of so many interactive means that these bodies have become the same as the interactive environmental surface. It turns from architectural elements to a smart surface that can feel, control and respond to influences, and the interactive surfaces consist of a Presbyterian flat and a projector as shown in the following figure (Ismaeel, 2015).



Figure 49 Interactive ceilings (Extremely Creative Advertising, n.d.).

Elevators: With increasing competition among companies, there has been less demand for old traditional advertising methods. Some companies have come up with creative ways of advertising their products and services to increase marketing. Elevators are an innovative method that has been increasingly in demand by advertisers in recent years because of their attention and carrying at least 500 people a day. In this way, it is considered a successful way of promoting companies, and there are many different ads in elevators, including:

- **Elevator door:** They are most commonly used by companies to advertise their products, and the elevator doors have carried advertisements for several global companies, including a visual trick or form that introduces happiness to the heart of the user of the elevator.



Figure 50 Elevator door advertising (Bialsuwari, 2014).

- **Inside the elevator:** The interior of the elevator compartment is an ideal environment for uniquely displaying adverts, and many studies have confirmed that when individuals enter the elevator compartment they are feeling worried about being in closed spaces or with strangers, so they use their mobile phones, so the elevator compartment is an opportunity to receive and be equipped for the advertising message (Alketeeb, 2018).



Figure 51 Advertisement inside the elevator (Al khatib, 2020).

- **Outside the elevator:** Advertising outside the elevator compartment is done through the transparent glass walls of the elevator. A person can view various activities outside with the elevator going up and down in the mall. Through the glass compartment of the panorama elevator, users can see from all directions.

Display windows: It is the space where goods and products are presented as sales targets and the consumer is attracted to them. The shop's business window must attract the recipient to buy through the style of presentation, which is concerned with the psychological aspect of beauty, authenticity, and motivational forces. The window, as it is for the display of products, is also to attract consumers. It is a definition or reflection of the mind's image of the store.

Interactive ads displayed on shop interfaces have interactive touch screens, giving consumers the ability to customize their purchasing preferences, and enabling them, for example, to experience the clothes without wearing them. By simultaneously tracking, analyzing, and displaying the body's movement, the device takes a picture of the person's face and starts looking for an appropriate model. Through the touch-screen technology, the user can switch their clothes back to the previous dress and

make the necessary adjustments, and the customer can take a picture of them and send it to their phone (Al jabriet al, 2019).

4.3.2. Examples of Creative Ways

Ambient advertisement: It is a type of interactive advertisement that is made by using elements of the surrounding environment rather than direct advertising messages. The design of this type of advertising is unusual in an unusual place, and the consumer interacts with this type of advertising at the sensory, cognitive, emotional, or behavioral level, and this type of advertising is placed in venues where the public is reluctant (Sorrentinon, 2020).

The following is an example of this kind of advertisement called "Frank's Fish." The surrounding advertisement was made interactively and creatively, and to display the nutritional value of fresh fish by integrating real fish. A dedicated fiberglass tank and "as fresh as possible" emblem was placed with an empty plate, and the tank was filled with live fish (built by the recommendations of the Federal Veterinary Office to provide enough air, food, and cooling). The benefit of this kind of advertising is the opposite of regular advertising, as people examine the screen closely and are attracted to this type of advertisement that leaves a lasting impression on them.



Figure 52 An ambient advertising (Best Ambient Advertising Campaings, 2015).

Flash mob: Flash mob is a modern advertising phenomenon using the guerilla technique. It is a spontaneous gathering that takes place in public and crowded places. A group of people flows in a place and perform a certain type of action in the form of dances, chants, or various events, the purpose of which is to provoke (Tan & Abu Baker, 2015). The audience interacted and drew their attention, and there was an

announcement for Super Mario in Italy, where several groups of people were hired for an interactive flash mob marketing campaign to promote the new Super Mario game.



Figure 53 Flash mob (Super Mario, 2011).

Packaging: One of the most important tools of interactive advertising, being used to attract consumers to the brand, the packaging method has developed as a result of developments in digital mediation and marketing, Packaging of an interactive nature produces a range of interactions between brand, consumer and retailer (Lydecaityte & Tambo, 2019). In the two figures below, two models are interactive packaging, one of which is a squeezable wine box for a company. The company designed a trendy, interactive, fashionable wine box that allows people to have fun squeezing the box.



Figure 54 Packaging style (Hammer 2021).

And in the figure here we note ASDA's lunch dish package, which has all the interactive elements that the consumer has to open the box and find a clean surface to put his meal in.

Gaming: The practice of gaming in advertising is a new method that has proved effective in targeting the public and achieving marketing purposes because people always prefer fun and pleasure, as it is considered an effective method for the public,

and game advertising is an advertising presenting practice (Ghirvu, 2012). We note here that the advertisers of Evian Company have portrayed an ad with an unconventional interactive style. Evian introduced a series of ads on the theme "Young People's Nest," in which digital technology played a role in the success of the advertising campaign to deliver the advertising message to the target audience and is a very powerful interactive advertising campaign.



Figure 55 Gaming style (Cruz 2013).

Surprise style: This method generates a strong hype and benefits from surprise and joy strategies. Surprise is one of the most powerful interactive marketing tools of all time and it gets response at different levels, causing curiosity, leading consumers to pay attention, and also motivating them to highlight the knowledge process. Surprise also enhances customer attitudes towards advertising and increases public interest in the advertising message (Abdelazim et al., 2020). In an interactive advertisement by Coca-Cola, we see that the Coca-Cola machine appears at a university on Friday, and it presents several awards. All the students tried their luck, as two workers inside turned on the sound effects and held hands wearing black gloves outside the machine slot, which carries more awards of a surprise to add pleasure and surprise to the students.



Figure 56 Surprise style (Wick, 2010).

Competition and challenge: The use of challenge and competition is an important and influential type of interactive advertising in marketing, and this method is intended to be awarded by the company concerned. In the advertisement below, we see an interactive advertising board for McDonald's. The name of this ad is "Arrange Your Mind," which is an initially distorted image of an attractive woman, includes a picture of the head of the protagonists, and allows you to sort pieces to show the McDonald's logo, and getting the pieces in the right place can be done by individual or collective effort (Tremblay, 2012).

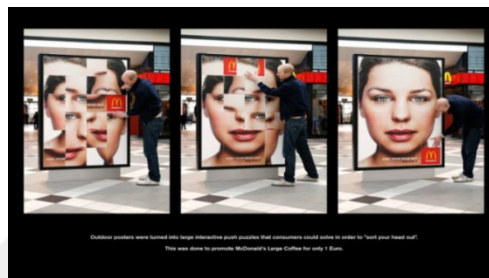


Figure 57 Competition and challenge (Tremblay, 2012).

4.4. ELEMENTS OF INTERACTIVE ADVERTISING DESIGN

Image ads revolve around visual elements; therefore, designers must pay attention to the power of design, as 50% of companies report that image design plays an active role in the success of visual marketing, as design affects the first impression of consumers and their view of the brand. Advertisement is interpreting a commercial idea as a material whether it is an audio or word, pictures, video, or musical sound effects. The process of an interactive advertisement design also requires the designer to have technical expertise, an understanding of the target audience and its psychological and demographic characteristics, and to create the desired effect on the consumer, thus this is done through designing advertisement innovatively, in terms of editing, design and directing (Qoqeza, 2020).

There must be firm rules in the world of professional creative artwork of design, which researchers expressed as an organized effort for a plan with specific goals and functions aimed at assembling all elements that can be employed to achieve the final goal in an integrated total unit, as some indicated that technical foundations for

advertising design and its directing depend on the nature of advertising itself (Mensoor, 2017).

The researcher believes that it is important to follow creative design techniques of interactive advertising that attract recipients of the advertising message and deliver useful information to the consumer about the goods and services he needs to make a constructive purchasing decision on apparent grounds.

Graphic design has been defined as visual creativity and includes artistic directing, typographic design, page formatting, and its design, information technology, in addition to other creative aspects. Consequently, designers have the opportunity to develop old creative ideas and implement them manually or by computer currently through using a set of programs dealing with entering texts, and images, manipulating and formatting them, then directing them in line with the final form of advertisement.

Written texts are represented by words, sentences, and symbols that serve to direct, introduce and guide the audience with the aim of interactive advertising (Abu Kutwa & Abdelaty, 2012). Written texts contain text in the image or advertisement and do not include text outside the image, when including text in the image, the least number of words should be used and text font size should be reduced. Written texts aim at marketing a product, company, or person, and include writing title and logo, as they represent a new revolution in the world of advertisements.

Using interactive ads in publicity and advertising has become more important than other means of technology in the current era (Wagler, 2013).

Image: It occupies the first place among the elements of the advertisement because it is the most important method of conveying the ideas and information contained in the advertisement to the viewers. At the same time, it is more effective in for the viewers than the use of words and sentences. Because its use in advertising strengthens the attention of the reader or viewer of the advertisement and helps them to understand its content and to remember it permanently by seeing with their own eyes, the images must include some creativity in their use and a good expression of the content of the advertisement and proportion. Images are divided into still and

moving images (Nasir, 1998). Still images are motionless snapshots of shapes and real things that can be displayed for a while and can be enlarged or reduced according to the user's desire. They may be taken during production from books, references, and magazines by scanning, as well as they can be taken from a movie or television clip and when transferring this image to the computer it fills the entire screen, and it can be colored and placed somewhere on the screen. Still image is considered an important element of interactive design and has an effective aspect, and there is a better effect whenever a displayed image is three-dimensional (Al zagbi, 2020). While moving images are a type of means of communication, there is synchronization in the interaction between all elements, whether visual or audio, which adds a kind of sense of life and reality. They are concerned with separate movement and continuous movement, as well as they, gives the audience the pleasure of watching, presenting information, and explaining ideas (Ahmed, 2020).

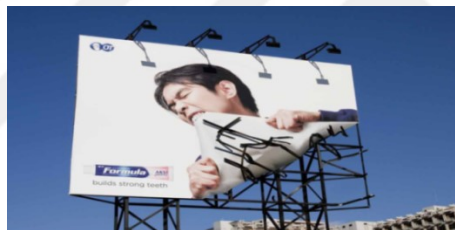


Figure 58 An example of a still image (Kusinitz, 2014).

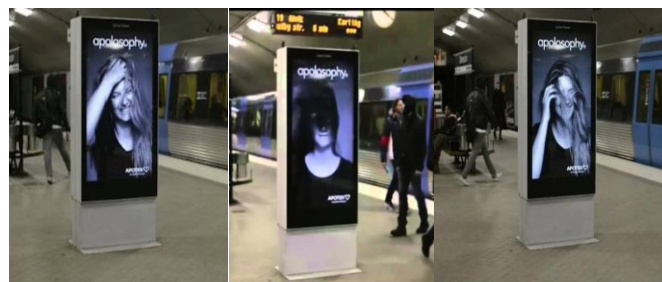


Figure 59 An example of a moving image (Tom, 2011).

Space: Space expresses distance or space between, around, above, below, or within design elements. It is represented in negative space or white space that expresses empty areas, which is effective in any visual composition devoid of graphic elements, therefore, negative space is an unoccupied space, while positive space is an occupied space. The absence of graphic elements plays an important role in

increasing the understanding of a text. Interest in graphics contributes to a deeper, complex, and richer artistic expression (Najim aldeen, 2015). The following figure shows employing space elements in advertising.



Figure 60 IBM advertising (Yoo, 2010).



Figure 61 An example of positive space (Timberland Augmented Reality Campaign, 2014).

Color: Today, color is very important in advertising. Companies pay thousands of dollars to color consultants to tell them which colors they should use in their ads and the colors that will make their products stand out from the competition, as color can present different feelings if used correctly, as it can evoke a certain kind of attitudes towards the product being advertised. Given that color is very important in advertisements, companies need to know how to use it for its favor, for example, how important is gradation when thinking about an advertisement (Ballard, 2012). Without color, there will be no design and embodiment of an advertisement's components. Colors represent a certain indication and sometimes color must be appropriate for advertisement and the goal-directed to it. The main function of words and sentences is to produce mental images for the recipient. Additionally, colors have a great influence on the mood and character of the person, some of them relax nerves and bring happiness, whereas, others provoke them and cause disorder and

anxiety. Color is associated with shape as it is its external appearance, as well as characteristics of light and darkness, and they are related to the wavelength of color therefore it is not perceived and shape is not seen except through it. Colors are numerous and have gradations of infinite wavelengths, and consequently, they have many sensory implications, and each subject is associated with a specific color (Jad Allah, 2018). Colors chosen in the design represent a kind of non-verbal communication that interacts with the unconscious formed by a consumer, in which the designer reviews products or services to the audience. It helps in creating an identity for the brand and advertised product (Al Rifaai, 2019).

It should be noted that advertising is mainly characterized by the following aspects: brevity, clarity, frequent use of comparative and superlative constructions, new words, repetition, and lack of complexity. Given that the main purpose of advertising is to send a message to the audience or consumers to promote the sale of a product or service, using colors in advertising will undoubtedly make advertising more effective and impactful. As color does not only affect visually, but its effect can be conditional on the consumer's perception of quality or goods, colors used in advertising can symbolize numerous meanings and issues (Harutyunyan, 2015). In graphic design, the red color indicates love and romance, as well as feelings of anger and extreme violence. Meanwhile, yellow is a cheerful color that indicates joy, happiness, and optimism. It also symbolizes jealousy or illness and anxiety. Blue indicates strength and calm, and it is not suitable for its use in food design. Green symbolizes strength and is associated with youth, vitality, and development. Like these, all colors have their own characters and implications (Alhedeethi, 2019).



Figure 62 Choosing right colors for images in interactive advertising (Abed, 2021).

Motion: Motion is an important factor that attracts the attention of recipients for any design in general and ads in particular. Motion is a new and wonderful way to affect an audience and send a more detailed message across a small space and time frame. Video advertisements are an example of long-form animation that works well in digital advertising, and they are excellent media to advertise a brand convincingly (Bin tata, 2009).

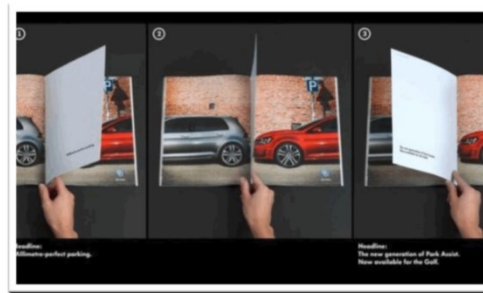


Figure 63 Motion in interactive advertising (Millimetre Perfect Parking, n.d.).

Time: Time is the amount of period the recipient spends interacting with the other dimensions of designed item. It includes ways in which the user measures progress in work, in addition to sound and motion. Time is one of the elements of interactive advertising, as it is the only factor that can determine whether the interaction will continue or not, depending on the amount of period the recipient spends in the interaction (Hmzawi & Husein, 2021).

Sound: Sound is one of the most important interactive sensory elements. It can be a piece of music, quiet or loud, sound effects, recorded speech, or sounds of nature. Sound is a widely used interactive design element, as it plays a significant role in achieving advertising interaction and without it, advertising is considered one-way (Alsayid, 2018). Background music is one of the most difficult elements of audio advertising, as it determines the nature of advertizing, helps the advertisement to be compatible with the listener, and can act as a significant factor in the impact of the advertisement on the audience (Rosa, 2016).

Aesthetic additions: Aesthetic additions could include typography, color, space, ease of reading, etc. which add aesthetics to an advertisement. A designer must keep an eye on these aesthetic additions to the advertisement such as snapshots, artistic

tricks, musical sentences, and advertising slogans that add a kind of entertainment and amusement, in addition to the frequency of its broadcast and linking it to a short song, as they are important for advertising so that it appears more effective for the user (Musa et al., 2020).



Figure 64 A figure showing aesthetic additions to ads (Gafes, 2020).

The researcher believes that all design elements mentioned above are important and indispensable, as they are all considered effective in achieving the goals of interactive advertising such as largest amount of product marketing, largest number of targeted recipients and maximum amount of profit.

5. ANALYSIS OF SELECTED ADVERTISEMENTS

5.1. METHOD

To achieve the objectives of this work, the descriptive approach is used for analysis. It is based on the study of the situation or phenomenon, but in its true form that exists in reality. It is concerned with the careful study of phenomena without any increase or decrease, and then tries to clarify their characteristics in terms of quality. As for the quantitative aspect, it describes the phenomenon numerically, through numbers and tables. It also contributes to placing the study in its correct framework and explains all the circumstances surrounding it, and this is directly related to the results of the research and the solutions that are represented in the conclusions and suggestions.

Criteria for Selection: The sample is chosen from among the best interactive ads with an impact on marketing, considering their possible contribution in one way or another to overcome any obstacles and problems standing in the way of the recently manufactured products and commodities. The criteria followed were as below:

1. It should encourage the consumers to purchase the good and use the service interactively, and the consumer is part of the advertisement and participated in it with a purely personal experience.
2. It should provide a convenient opportunity for the consumer to assess the product and form their self-perception.
3. It should constantly pay attention to the opinion of the consumer, by requesting a response to some points related to the product or service provided.
4. It should provide a network of communication between companies and consumers.

Elements of Analysis: Three main axes were prepared in advance to analyze the content of these interactive advertisements. Each axis included several details:

- 1- Advertising idea, type, goal.
- 2- Design structure and its components (typography, color, medium, etc.)

3- The functional and aesthetic dimensions.

5.2. THE SAMPLE

A group of internal and external interactive advertisements launched between the years 2011 and 2019 were selected for analysis, which originated in a number of countries, namely France, Spain, America, Brazil, Colombia, the Netherlands, Australia, Canada, China, Argentina, and New Zealand. The researcher adopted the non-intentional probability method in selecting the examples. In the beginning, 120 advertisements are identified as between 2011-2019, and after a close examination on these advertisements, 14 of them are selected as representing internal and external interactive advertisements. This makes 12.05% of the total number of advertisements identified, and their distributions are shown in the following tables 1 and 2:

Category	Item	Percentage
Internal	6	42.8%
External	8	57.2%

Table 1 The distribution of the sample 1

Country	Item	Percentage
The Netherlands	3	21%
France	2	14.2%
USA	1	7.2%
Brazil	1	7.2%
Colombia	1	7.2%
Argentina	1	7.2%
Australia	1	7.2%
Canada	1	7.2%
China	1	7.2%
New Zealand	1	7.2%
Spain	1	7.2%

Table 2 The distribution of the sample 2

5.3. ANALYSIS OF THE SAMPLE

1



<https://www.youtube.com/watch?v=XRik3h5M-qU>

Advertised Product: French cheese

Year: 2015

Ad Type: Virtual Reality

Location/Country of Origin: France

Target Group: Young people

Design Agency: Hammerhead & "Because Brand Experience"

Advertising Message: Boursin cheese

Idea of advertisement / type / goal: The idea of advertisement is to create a kind of experience that tells a young audience of ecstasy of immersion in Boursin cheese through an interactive advertisement using virtual reality technology and by using CGI Animation and Oculus Rift. The consumer is transported inside a virtual refrigerator to experience a taste of three types of Boursin cheese, and each step is enhanced with a special sound effect. The marketing campaign in this advertisement aimed to provoke sensory engagement as the brand adopted the demo method in which it worked to integrate flavor samples with virtual reality.

Design structure: Creative, interactive ideas are used to deliver advertising message, as the designer used the Unreal4 engine to make a virtual refrigerator, and the scale of objects is manipulated, giving them a lifelike size, and the same technology is used to make the video within a band of 360-degree. This allows an opportunity to watch experience on any browser, smartphone, through google Cardboard or a similar VR headset, and to see participants' reactions to this

experience, six-second videos are sent to participants in this campaign and shared on social media using hashtag Boursin Sensorium. The designer also used motion typography, which enhances the mental image of the viewer, and is suitable for the context of the topic, and supports the visual form and content of the advertising message through a harmony of motion between sound and image. Colors are also suitable for advertised products and attractive.

Functional and aesthetic dimensions: This interactive design through using virtual reality technology has a great functional dimension, as this design allows participants in a marketing campaign to see their pictures in a virtual refrigerator, and its contents and download them to their phones, and the result is that this brand reached about 5 million people and the video gets more than 80 thousand views, which leads to spread of advertised product and thus increases its sales, and the video wins many awards. The advertisement has a clear aesthetic dimension by using harmony between the motion of the slide and the corresponding sound to it, as a separation between them removes illusion from the virtual reality of the recipient, and the user is trying everything in the store, which makes it a successful interactive advertisement and can deliver advertising message effectively and attractively.

Summary: French cheese is always associated with a special taste, but this time it is presented to its audience in a special and unique style that depends on a 360-degree motion image. It is an image of the movement of cheese inside the refrigerator, with a primary goal here to delight the viewer with this technology. It is a reporting and reminding advertisement, and interaction relied on the simultaneous integration of motion and sound within virtual reality.



https://www.youtube.com/watch?v=Hs_LVTmW8Ic

Advertised Product: Cafe Pele

Year: 2015

Ad Type: Interactive Digital Screen and Social Experience

Location/Country of Origin: São Paulo (Brazil)

Target Group: Young people and adults

Design Agency: Lew ' Lara

Advertising Message: Cafe Pele

Idea of advertisement / type / goal: The idea for ad was a live video of the footballer Pele yawning at passersby to make them crave coffee. Everyone knows that yawning is contagious, so it has been used as a marketing tool, as the idea of the need for coffee, along with the effectiveness of behavioral psychology, led to the idea of the "contagious bulletin board". First of all, they conducted a study that showed that 70% of people yawn when they see someone yawn. Hence the idea of the ad and they came up with an interactive outdoor campaign. As for the type of advertisement, it is a creative digital interactive that contains a built-in motion sensor, through the use of an digital screen, where a video clip was played of a young man who starts yawning whenever passengers approach. The more people around, the more people yawned, and at this point, the committee displays a message, "Did you yawn too? It's time for coffee." Then a group of young promoters from Cafe Pele came forward to offer free cups of coffee. The goal of the advertisement was a marketing act by irresistibly integrating real and digital experience and this allows the consumer to truly interact with the brand at the moment of the ad. The message

has been well received by the people and they are very happy to finally get the free coffee.

Design structure: Classical music is used first, but it changes to become joyful and lively, at the moment the product appeared in the picture, with a clear link through this music between luxury and product, and the age group children is absent from the scene, because coffee is associated with young and adults, and it is presented at the train station. The phrase contagious billboard appears in a very thin line and faded color, against a white background indicating the pillows, bed, and sleep, with drowsy faces in two words, then a few basic sentences appear during a presentation of scenes reaching the headline, but all of them are small in font and white and nice in presentation. This advertisement did not depend on the narrator or spoken voice, but rather on the writing. Nevertheless, choosing actors at the moment of product appearance carries a special significance, as they are beautiful girls who wear red shorts, and this has its clear symbolism with the product; that is, the advertisement, in general, depends on psychological and behavioral influence in its first and second parts, and the word yawn has been repeated to carry with it all its possible connotations of boredom, drowsiness, fatigue, etc. There were no direct terms that motivate purchase or experience so that the idea is implicit, and the lifestyle presented is daily life in the scenes and calmness and luxury in the selected music. As for the image of presenting a product, it relied on a ready-to-use image. It is drunk directly, and a humorous image of the man yawning and laughing while drinking Pele's coffee, and suffices with the image of a cup of coffee on the billboard, as if the symbolism of coffee and the people is practicality, calmness and tenderness, a delicacy in music, technique and colors in general.

Functional and aesthetic dimensions: Interaction design in this work was associated with digital surprise with visual interaction with the recipient. The product by its nature is associated with people as it is a type of coffee, but interaction here has specifically given this type a special imprint associated with happiness and good taste, which you will not wait long to try, but rather tested directly from future customers (and this is what viewer expects directly) for Pele coffee. Dynamic communication is absent from the advertisement, there are no known or famous

faces, thus the symbolic side is represented by the girls and their dress, in white and miserable faces at the beginning of the video; the target audience is everyone who loves coffee, activity, and happiness, at first, then distinctive and effective flavor pickers. The innovative idea is to make advertisement a tangible social experience based on technology, as it tries to attract the customer by stimulating his psychological desires and needs, and linking happiness to activity and then to the product, in addition, motion did not accelerate, except when it appeared, which works to create a relationship between this coffee and receiving audience.

Summary: Coffee has always been associated with two aspects of society. It is the beginning of a symbol of activity and an ideal solution to lethargy, fatigue, or laziness that we express by yawning, and it also as it begins as a symbol of luxury, and with some simplicity and wit, the Pele brand presents its product based on these two aspects. It chooses the perfect time and place for the idea, and it chooses actors and musical rhythm in a reminding advertisement for customers that the best choice would be this product, and you will think of it whenever you go through circumstances similar to the details of the advertisement.

3



<https://youtu.be/yOXz4Ijztgs>

Advertised Product: KitKat

Year: 2016

Ad Type: Interactive Digital Screen and Social Experience

Location/Country of Origin: Bogotá (Colombia)

Target Group: Youth and teenagers

Design Agency: JWT

Advertising Message: Dance for a KitKat

Idea of advertisement / type / goal: Utilize your waiting time for the bus and take a break from it all, with a light movement, a nice dance, and even a prize with it, it is your favorite snack KitKat: this is the advertisement message here in short. The general mood is a nice sign that makes young people feel happy on a tiring day, where the main place is three main bus stops, the feeling associated with the end goal is overall satisfaction and desire to achieve it, accordingly directing the eye towards the product. You know this product well, but it's a reminder message that it's always fun to eat, and the happiness you'll get from this experience will be associated with eating those chocolate bars every time, where the psychological dimension moves here, and this product is related to break. The dance here is with quiet movements away from the noise, "break dance", the audience appears shy and hesitant at the beginning as it is a realistic experience on the ground that uses smart interactive panels similar to the famous game currently, "just dance". Then their shyness turns into pleasure and happiness, and then into a cute prize, which is KitKat. The advertisement comes out of the middle of the daily traffic of JCDecaux buses, changing the general atmosphere and recurring impressions, and the first communicative sign was the company's logo that followed the name of the city of a bus station. The logo was typical of KitKat, the strong red color in the middle of the screen appears quietly with a small message in the lower left corner of the screen at the beginning of the advertisement's scenes, which explains the general idea only, and it is enough as well as explanation is done by using image and motion. We can say that advertisement is completely realistic, not based on acting, but as young people come, try and get the reward, behind them a representative of company's advertisements appears wearing red and motivating them to experiment.

Design structure: Consequently, KitKat is a time-out for fun, it needs rhythmic medium music, and this is what was relied on in advertisement, although dance suggests loudness, here is a message with simple motion, depending on billboards containing a smart screen. Dance to get cute and free KitKat, thus loud or fast-paced music does not fit with the advertising message here, so the choice was carefully selected, and it is clear that the target audience is young people and teenagers, who

are daring and new, lovers of chocolate in general, and company representatives were girls wearing the company's logo, and advertisement images are relatively quick to avoid boredom while presenting an image of daily public lifestyle far from excess luxury or wealth. Brown structure, in particular, focused on the color of the product itself and is satisfied with the attractiveness of red presented originally. KitKat's logo, a product from Nestle Company, mediated the screen to stimulate enthusiasm and vitality. As for image methods used in advertisement, they varied between the image ready for use (eating), and the results are bliss and contentment. As for interactive motion in the dance, it is like a magnet that attracts the eye in its pleasure.

Functional and aesthetic dimensions: Interaction design is established here on smart screens on billboards first, then the possibility of tangible and direct experience on the ground. It is an invisible dialogue between technology and audience with a healthy and useful idea in light motion and expelling boredom, and the product here is learnable. It turns Break Dance logo into a real interaction and not just a symbolic, you touch the logo yourself, and the best way to present product is to be a prize and not something you have to do or someone orders you to do, the prize and its long-term impact are considered the best way to motivate purchases and increase sales, if your experience was happy from the first time, or changed once to be very happy and pleasant, your other experiences will be similar psychologically and behaviorally. Technology here is cleverly bearing fruit, and as it calls for KitKat consumers and also draws the attention of fans to interactive digital dance on smart screens, and the first will be linked to the second easily. Advertisement here does not need to be explained or clarified, as it is characterized by quick comprehension, as well as visual appeal, and technical and digital development contributes to the strength of advertising designs to be interactive, but it also increases competition and requires novelty and innovation. It is achieved here with a nice and easy idea: Dance and get KitKat bar as a small prize, thus advertising function is achieved by a revival of the advertisement's slogan and achieving consumer satisfaction with pleasure.

Summary: Implementation of advertising slogan: Dance for a KitKat on the ground, that's what this popular product is trying to deliver here, with clever integration of

smart screens in billboards with audiences at JCDecaux stations, but with basics based on dance-to-rest, where they are simple and easy movements and playful, rhythmic medium music. Then there is linking the idea of happiness to a real experience of a product, in a short advertisement targeting young people and adolescents.

4



<https://youtu.be/GGW6Rm437tE>

Advertised Product: Because

Year: 2013

Ad Type: Interactive Digital Screen and Social Experience

Location/Country of Origin: Paris (France)

Target Group: Adults

Design Agency: SNCF Company for Marketing

Advertising Message: Europe is just next-door

Idea of advertisement / type / goal: SNCF's advertisement tries to link fun and double vitality to the idea of mobility and entertainment tourism, which can be obtained most simply and easily. Joy, games, and dancing can have - as experiences - a special taste, each in its right place. This company offers you an experience of tourist travel as a door that opens to find yourself where you want. The product has been placed in an advertisement in its lively experimental image, in a way that shows interconnectedness and ease of movement between European countries, and the plot of the advertisement is represented by the astonishment of passers-by from bright-colored doors in the middle of the road, with names of cities that the company offers travel service to. Then a special interaction begins when the door is opened, and the

reluctance of some appears from trying to open it, and this stems from the hesitation of customers on the ground from the experience of tourism and travel, and if it even looks beautiful. The advertisement tells that fun is a step away and it is nearby, and this is what prompts the public to rethink of advertisement and the possibility of achieving it, and if it is really, with the ease presented. In addition, it seems to viewers that those who want to be happy and change their lifestyle are the ones who participated in interaction, the implicit question here is: Do you want that too? The background of the advertisement here is simple and broad which includes everyone and it relied on the sign of visual communication mainly, there is no voice or commentary, but it is left to the viewer to go through the experience. As for the reality of advertisement and its credibility, it can be tested when making the first step and heading towards the company for reservation, and here it appears simplicity and ease or not, and it is worth mentioning here about persuading of a product without the need for it, from the angle of the question “Why not try?”. This advertisement is of a reporting and reminding type, here are available cities and we have suitable offers, the door or gate that displays excerpts from cities, where the ball that is thrown in one of the scenes and the real handshake is not done, it is like TV. Interaction with eyes, motion, and sound, not by touch, more is available, but you have to make a decision yourself, and Europe is only a door away.

Design structure: The spoken voice in the advertisement disappears here and it is sufficient to rely on the nice and attractive soundtrack, despite the length of the advertisement relatively, and because the doors are located in a French square, the focus is on the most famous squares in the destination cities, such as Milan Cathedral, Cathedral Square and the seafront port in Barcelona or Belgium Agora Square. These are presented with an image of a nice person who draws caricatures for those interacting with him behind the door, to a different image that focuses on the beauty of calmness and nature. Although Milan Cathedral is a symbol of royal, heritage and antiquities, it was presented with the figure of suggestive artist and pantomime. This art is based on the idea of fascination with imitation and was focused on the advertisement, as it is similar to displayed doors, so you have a picture that you can live with whenever your imagination merges with it. The main advertising idea is displayed at its end with a sentence in the middle of the screen in

white font “Europe Is Just Next Door”, with names of cities announced by the company, then names of official sponsors, in a traditional style and the truth is that advertisement attracts those who have an idea of travel more than those who did not think of it because the door and opening it is symbolic. It is not difficult to understand, and it does not ask many questions or points of astonishment or wonderment. It seems that focusing on recreational and fun activities outweighs the landscape and heritage that most tourism companies focus on, to be a point of strength or weakness, depending on the inclinations of the viewer, and the cast is diverse between elderly, mature, and young. This is the category that usually travels, both men and women, and the language used for attraction is the smile with an idea that says: Look at the happiness that interactive participants obtained from the gate only, so how about the real experience? It is based on a lifestyle inclined towards some luxury and peace of mind. Attractive and attention-grabbing colors of doors are chosen, such as strong blue, red, orange, and green in a bright degree of color, as well as with a door design similar to doors of well-known European homes. Reverse or dynamic style of presentation is absent, and the product is presented with a model of an image during ready usage.

Functional and aesthetic dimensions: Advertising context depends on category and audience, the most fixed effects in mind here are interactive soundtrack with a smile and extra joy, in a geographical area defined by service provided by the company. The interactive design here is the entirety of a digital screen specialized in transferring images and surrounded by a door frame with relying on the idea of simultaneous transmission of image-based upon satellite, and interaction is achieved by designing something usable with entertainment, laughter, and sending kisses to the other party, who interacts with you in return. This advertisement is based on the principle of motion interaction in sending visual signals to suggestive actors and ideas used in the image. You are cycling with German athletes for example, and you are only one step away from living participation with them, and the exact amount of time required for interaction depends on your personal decision and speed as if it is an implicit challenge, and achievement of satisfaction depends on that. In a real visual attraction, you may find that audience’s joy is very strong, but you cannot

evaluate without trying it yourself, and it adds a protective shield by showing scenes of people hesitating to open the door, or even rejecting it at all.

Summary: Four companies compete on several points, most notably ease and unlimited fun. The most prominent European tourist places are just a step away from you, just behind the door, and you just have to open it. With a European theme, which is practicality and simplicity, and a strong focus on smile, joy and visual motor interaction is a type of a reporting and reminding advertisement and addressing an audience who wants to experience it.

5



https://www.youtube.com/watch?v=IQovoot_ZUM

Advertised Product: Coca-Cola Zero

Year: 2015

Ad Type: Interactive Digital Screen and Social Experience

Location/Country of Origin: USA

Target Group: Young people and teenagers

Design Agency: Ogilvy & Mather

Advertising Message: Coca-Cola Drink

Idea of advertisement / type / goal: Advertisement seeks to create a general mood associated with happiness generated by a new and rewarding experience that follows, in a sense of enthusiasm, with the idea of presenting the product as available to anyone and anywhere, in clear ideas for the viewer as Coca-Cola is suitable for health in more than one image. It is with sports in two scenes, as it moves like blood through veins, the advertisement tells you: It is very healthy, isn't it? It's zero sugar,

it's healthy and worth a try, but you won't try it yourself, but you will get it as a reward after having a fun experience of using an application for distinctive cola flow sounds or interacting with it in various ways, thus the topic is fun and humorous. The advertisement is based upon a basic plot that arises from the slogan: Whenever you feel thirsty, drink the application! While the speed of the image in the advertisement prevents the recipient from forming the idea completely, he wants to watch it again, and this is a strong point in it that removes its characteristic of boredom. The advertisement gives in its background a radiant state of activity because it requires motion, trying, and work of all the senses from the first moment, and it creates an indirect feeling that you have to try this opportunity before it ends, and one of the signs of effective communication in the Coca-Cola Zero advertisement is this address that stimulates recipient's mind instead of trying to convince him. As for clarification data, it was distributed between sound, text, and image, but it was not saturated. It is important to make the viewer experience curiosity, and finally, the combination that mixes youth, modernity, and speed and in a quiet point appears in the middle of the video for an empty room. There is no need to elaborate speech on the details about the reality of advertisement and its credibility because it is a direct experience, and consequently affects the process of buying it without need to urge the consumer to do so. The type of this advertisement is a reminder advertisement for a product to attract old customers and stimulate new ones.

Design structure: The advertisement is based on focusing from the first moment on sound attraction. The music of the first scene begins before the image appears, which is a flow of drink strongly and exaggeratedly than natural sound, in addition to the sound of gas mixed with a collision of ice cubes, with this image formed in front of a black background to focus it precisely, and links it to product color with a motion of volatile cola atoms. The dark color was dominant in the video except for specific points to highlight it, such as names of shops and logo light, which appeared spoken in the voice of an advertisement's narrator. As for very important sentences and words, they are written in large font in a gradient color between gray and white, with products appearing in all video images without exception. As for techniques of using images, it varied between a full display of product or its middle part and its image while being drunk and poured, and humorous images as a young man drinking from

the mobile, which is repeated twice, and cited and comparative images are absent from advertisement. While the music of the rest of the advertisement was strong in rhythm and fast, it does not dominate the sound of the speech, and in terms of the effect of the actors, the focus is on the young age group, as well as in on sports. It is very unique to use opposites together in the slogan sentence: “Taste application” and “Advertisement to drink”. Lifestyle is presented by public image and busy daily life with simplicity, even in a tweet that appeared on Twitter. Video images depended on the fullness of enthusiasm and vitality, and the centering of important points in the middle of a video screen and color dimension relied on three colors mainly black and red, even for sports team fans, and dull white for words, with a predominance of black being color of the product. As for symbols, some of them are explained in tubes that are similar to the circulatory system that is the product’s link to physical fitness, and its temporal and spatial flexibility in the radio.

Functional and aesthetic dimensions: The advertisement presents a typical image of interactive design between people and technology in practice and from the first moment in focused sound and then the logo. Technology appears in making drinking linked to the most important thing that the individual carries in the modern era, which is a phone and its applications, in an interchangeable process between mobile and tongue, and billboards that stimulate sight and motion. Then hearing related to Shazam, and tasting for free, with statistics confirming that at least 60% of them will return to buy the product because it is associated with feelings specific to the first experience, with a nice illusion that you are tasting advertisement, and a duplicate image appears of a young man drinking billboard with a straw that is his phone. The first condition has been fulfilled for interactive design, which is a possibility of use with pleasure, then creating a flexible relationship between people and product and an invisible dialogue between technology and user. In this advertisement motion and rapid visual cues are important, and also the short time that the recipient needs to start the interaction process. The advertisement repeats and focuses on the idea of the possibility of applying this in any place or moment, actual and virtual, with ease. Additionally, aesthetics, are formed in the simplicity of color, presentation, and spatial. This advertisement focuses on staying in the mind of the recipient in the long

run, it pushes him to ask questions and try to experiment with his hand, even if for curiosity or pleasure, in more than one way and style, so it stays in his mind.

Summary: Linking fast-paced societal technology with a popular consumer product, Coca-Cola introduces a professional technique in its new Coca-Cola Zero product to the market, with a fast-paced advertisement that leaves the viewer with a series of questions and an immediate desire to experience a "drinkable advertisement". Details of this advertisement are from its colors and terminology, and implicit ideas, interaction, and race to reach a goal of attractiveness and curiosity in a manner that pays attention to modernity that suits young people.

6



<https://youtu.be/OnGcnIPghCQ>

Advertised Product: Nutella

Year: 2017

Ad Type: Digital Screen and Social Experience

Location/Country of Origin: Amsterdam (The Netherlands)

Target Group: Everyone

Design Agency: JCDecaux

Advertising Message: Interactive Nutella boards

Idea of advertisement / type / goal: The advertising idea here lies in a clever interactive board with a design of a Nutella chocolate packaging that gives passers-by the engagement of conversation of compliments. Drawing attention is clear, and the truth is that the well-known Nutella product is able, in cooperation with JCDecaux to provide an advertising experience characterized by wit and attracting an audience by harmonizing with a feeling of tenderness and without formality. Gentle

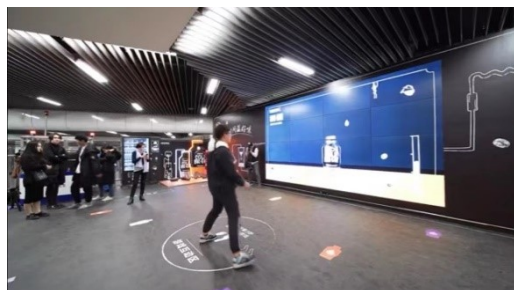
compliments are a feature of this advertisement and positivity seemed primary goal that the advertisement sought to achieve by linking it to the product particularly, and it seemed that a passer-by noticed and commented that it is beautiful flattery that comes from the heart, and the advertisement cleverly presents this comment in scenes as if it presents a special message from the heart. A smile and simple interaction qualify you to get a reward that is the product itself. Psychologically, it is difficult to ignore the psychological impact that flattery leaves on the soul. This effect goes beyond delicious taste and multiplicity of ways of eating chocolate. Thus, it can be said that the advertising scheme is generally very relevant to the product. Everyone likes compliments, but you don't find them all the time, so it's time to change that, under the slogan: "Say it with Nutella". As for illustration data, it varied between scenes and comments. The ad is characterized by realism as it is directly interactive, and is a kind of reminder that keeps its customers. It is distinguished by its reliance on dynamic communication, as it chose comedian Robin van De Mer for voiceover and background as well.

Design structure: From a design viewpoint, the soundtrack initially relied on the human voice of the actor, with words and hums without special music, and this has a nice effect, and this helps in focusing on the text and general scenario of the idea of advertisement, as for characters and representation with the famous character of a comedian, the characters of advertisement are public of station's visitors of adults, children, and youth, so the target group expanded. As for the representative of Nutella, she was a girl who usually is chosen by companies, and there is no explanatory or representative speech-language, and in the text of the advertisement, there is no usage of any phrases, rather, the slogan is encouraging participation with comments and compliments only, which is a clever wrapping around the main goal. The previous phrases are mediated by red in which its first letter is black, as the basic design of the word on the chocolate jar. The lifestyle that is presented is the usual daily social, and the general image of a product does not appear except when presented as a gift, it is on interactive board as a drawn image or more like a logo. A normal picture has been adopted and medium speed, far from complex.

Functional and aesthetic dimensions: Through interaction design, this time the idea of chocolate is associated with happiness, and a good mood is used as a matter of course, and ways to stimulate happiness are psychologically numerous, including the angle from which advertisement is caught and launched, which is flattery and sudden compliment. Advertising digital billboards are the speaker and addressee to passersby, taking advantage of the instant camera in an attempt to connect people to the product and expand its targeted range while creating a good relationship between technology and consumer. This has been observed in multiple advertisements for the advertising mediator, JCDecaux, and because ease is one of the foundations of interactive design, advertisement uses the easiest one, which is speech, without using other aesthetic models such as extra visual signals, excessive movement, or unnecessary additions to the material, and satisfaction has already been achieved in the end, as well as attracting the attention of the targeted audience, who are a large segment of chocolate lovers of Nutella chocolate particularly, and one of the beauty areas here is novelty and innovation; the product speaks to you and it is humorous as well.

Summary: This advertisement attempts intelligently to achieve happiness for an audience and links it with the product, which is Nutella chocolate, through funny compliment comments in a linking medium that uses interactive billboards in the middle of daily life, with a focus on smiles and expressions of tenderness, love, and hugs, in a positive message presented with an experimental advertisement of the product.

7



<https://www.youtube.com/watch?v=d8BflpicPe4>

Advertised Product: Nescafe

Year: 2019

Ad Type: Interactive Digital Screen and Social Experience

Location/Country of Origin: Shanghai (China)

Target Group: Adults

Design Agency: JCDcaux

Advertising Message: Interactive DOOH game of Nescafe

Idea of advertisement / type / goal: The idea of the Nescafe brand advertisement is about a multi-flavor cold coffee product in the People's Square Station area and the idea that the game of motion screens and dances is one of the most popular games spread in malls in Shanghai and China in general, preferred by the youth, as it depends on instant kinetic interaction between screens and players. Hence, fun generated by associating play with the drink is the general mood that the advertisement creates here, especially since the idea of experimenting is accepted in society, and this helps as an advertisement goal in linking fun to the product every time it is experienced after that, and one of the indications of choosing movement for interaction is that cold coffee stimulates activity and vitality and leaving laziness, and movement of dances is simple and easy for everyone to experience.

Advertisement here is a reporting type, as it offers a wide variety of cold coffee flavors that the audience chooses as some experience of pleasant challenge, by scanning QR Code, and getting coffee through machine found next to the DOOH game. The experience has achieved a good kind of general satisfaction, especially since cold drinks are not preferred there, but will be the most wonderful after movement and activity. The title and slogan of the advertisement also depended on movement, and dynamic communication or symbolic aspects are absent and are not needed.

Design structure: Color typography is clear in the advertisement here, in a beautiful merging of white and yellow, which suggests vitality, activity, and happiness. Logos that appeared in an advertisement are formed and adopted Chinese writing, and their design is inspired by the design of a cold coffee box from Nescafe and calligraphy written on it, and it was extracted from experience and scenes themselves. It calls to

get started and says "Let's go!" cool and timely, and addresses participants with a variety of large and small fonts derived from the design of the game itself. As for the design of the game itself, it adopts a cup in different colors and tries to fill it. As for the music, the video is distinguished by enthusiastic music, but of a quiet type without hustle, and it is also characterized by kindness and fun, and it seems that picturing gifts or playing prizes in this scene focused on girls who smile after drinking and not before, because it may be their first experience of the act, and happiness is obtained between audience from the experience itself, and target audience has expanded to include all passengers. Audio commentary or spoken explanation is absent, and the product is presented in its image ready for use, and during using it as well.

Functional and aesthetic dimensions: This advertisement is one of the most powerful advertisements that apply interactive design, according to the researcher's opinion, as smart games simulate player's movement immediately and have multiple images and their types are a means to achieve the greatest type of interaction and link technology to individual. It is an advertising campaign with a smart interactive design, benefiting from public's inclinations and dedicating it to show the product and inviting to try it without statements of invitation or explanation; the product here is a prize for winning the game, and the other hand, we find a strong benefit of QR Code and its widespread use in Shanghai. Total reliance is on mobile phones in purchasing and payment. Therefore, the product allows consumers to choose the type and purchase from a machine next to the game on their mobile phones, with a free trial this time. From social point of view, advertisement is concerned with social and health aspects that consumer prefers there, in paper cups and drink extracted with fresh water, and in design aesthetics, it took great care of movement and activity to obtain it, with recognizable discipline and ease, and it is characterized by aesthetics such as attractive and striking space of place, colors, and attractive visuals effects in of DOOH game, as well as the speed of time in which you obtain the product, potential of action and learning, and overall satisfaction achieved from that.

Summary: JCDcaux cleverly takes advantage in collaboration with Nescafe of the general mood in China, which is a lover of movement and activity as well as

technological and digital development, to create a design with an interactive advertisement par excellence, integrating technology and audience. It is about spreading cold coffee of different varieties among its fans, inviting new audiences to experiment and have fun, and benefits from attractive visual effects in the game, as well as from knowledge spreading it without the need to explain it to an audience.

8



<https://www.youtube.com/watch?v=M8Ro3bZ3WoM>

Advertised Product: Mattel games

Year: 2014

Ad Type: Digital Screen and Social Experience

Location/Country of Origin: Canada

Target Group: Children and adults

Design Agency: Trojan One

Advertising Message: Pictionary Mall Surprise

Idea of advertisement / type / goal: The idea of advertisement here is a disturbance or small surprise, the pivot on which advertisement presented by Mattel Games is based is reminding of displaying and encouraging its products. This small gesture that turns in the end into a big surprise is a variety of toys, a big bear, a band playing and general joy in the Pictionary Mall. Through fully interactive billboards, the graphic actor addresses audience through gestures and writing, and offering to start playing with them with challenge and excitement, and the winner gets distinctive and unexpected gifts. The mood that the advertisement seeks to create is a feeling that usually leaves us with new games and fun, challenge, and joy of winning, and loss found in a video next to winning because this is always the nature of games, where

experience in different other advertisements is not enough and you must succeed in guessing to get the prize. Advertisement plot, in short, lies in: Play to get joy, and every time is a good time to play, and generous rewards contributed to motivating passers-by and viewers in going through an experience, and it remained in their minds after its end, and here lies importance and main goal of advertisement. When a consumer wants to buy a game, they will remember this experience and choose its games for sure. As for the title of the advertisement, it is striking as it uses the term "surprise", and its slogan is based on fun: "Game on" with the word Mattel in the middle. As for explanatory data, it is limited to the name of the place at the beginning and then a message to the left of the screen at the beginning only, so that the views are in control after that and the advertisement's credibility is tested immediately as well as its realism. The aesthetic of some of the games is clear, such as bear and others, thus it is a reminder and educational advertisement as well because the actor uses some of the games' techniques that the company provides to the consumer.

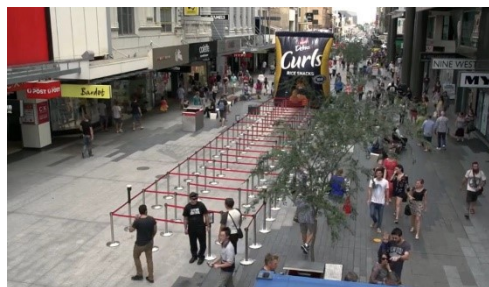
Design structure: In terms of representation, funny and motivational movements of pictorial example appears and interacts within the billboard, which is chosen for the role, increased happiness and satisfaction features for a target audience, and particularly children. But advertisement addresses a wide segment of adults, young people, and adolescents because adults are the means to the consumers' children as the purchase process is done through them. From typographical design aspects, advertisement begins with the question about your imagination to turn an ordinary day in the market into a day of great surprises, and white is chosen for these sentences to match the background, which is an image from the place itself, as well as appearance of colors is in the end at the moment of the presentation of the name of an advertising company and models of its products next to it. As for pictorial music, it is only a little and light in rhythm, it appears for a short time, while a sound is based on the real background for scenes and expressions of an audience, until the appearance of a band that increases joy and noise. So the experience turns out to be like a fun festival in which laughter and gifts, and words of advertisement come out of the product itself, which are games while presenting a pattern of daily life in malls that are filled with children mostly. Pictures of products are presented as they are

packed and sold in the market, as well as while using a model of them by the pictorial representative. Complete satisfaction has been achieved for children, and it is really difficult to miss this fun experience from their imagination.

Functional and aesthetic dimensions: It can be said that the advertisement here achieves a large and successful degree in terms of interaction design. The digital billboard is completely alive, in which the actor interacts instantly with the audience, smoothly and witty, as there is direct learnability, ease, and movement as well. Likewise, natural scenes are a feature of advertisement and achieve a great part of the advertisement's aesthetic. No additional visual effects are used and it depends on the natural progression of the scenes' time. Billboards are no longer filling the place with silence and do not attract customers except with a visible glamor only, rather, they become a complete festive leader here, with equipment and intuitive speed that add a complete sense of awareness as if the actor is already in front of you. His presence inside the billboard is an innovative movement, which would not have drawn attention without its small and gentle disturbance at the beginning.

Summary: Mattel Games products are widespread and multiple, nonetheless here they are presented within the opportunity of a real experience of what the company's products do in offering: play, then challenge, then the joy of winning, followed by the award, in an idea that associates advanced digital technology with live interaction on the actual ground from the consumer. So what people think at it is just a picture, but it turns out to be a big attraction and a special event in which there is music, dancing, and laughter.

9



<https://youtu.be/sadIYTBIxgc>

Advertised Product: Fantastic Delites Curls

Year: 2014

Ad Type: Social Experience

Location/Country of Origin: Amsterdam (The Netherlands)

Target Group: Everyone

Design Agency: Clemenger BBDO Adelaide

Advertising Message: How far will you go to get Fantastic Delites

Idea of advertisement / type / goal: Clemenger BBDO Adelaide's design relies on reverse technique in attraction and challenging audiences, to deliver a key message: See for yourself how much people bear to get the product. Inspiration motive is indeed spread of waiting for queue lines, but waiting here is a kind of challenge and testing patience of customers and in addition to showing pictures of participants while smiling, laughing and wondering, showing them during resentment, boredom, anger and focusing on that. Participants here endure annoying passage (or ice skating and crossing the lake) to get a free and delicious Fantastic Delites Curls. In contrast to other methods of persuasion in advertisements, the idea here is based on some provocation, and because it is a kind of a reminding advertisement, old customers will find it funny, while advertisement will leave some question marks on new recipient, whether this product is really worth it or not. Difference and change is more powerful in leaving an impression than methods that are keen to please and here lies trap of advertising phishing, in a plot based on endurance for the sake of this delicious crunchy, and in terms of purpose, it is true that scheme does not seem closely related to the product, but in the end it leads to it and achieves general goal. The logo is directed towards consumer directly and asks a question, from which the text of advertisement itself emanates. Some viewers are doubtful about the realism of the advertisement, as it is true that participants are random from the public, but some scenes appear to be drama, such as the woman carrying a baby stroller up high and crossing the river.

Design structure: The advertisement here takes its main musical background from the famous symphony "The Nutcracker Suite" by Tchaikovsky, which is music often associated with the atmosphere of winter and Christmas, and the reason for choosing

it her may be to give a character of joy and happiness to the viewer, in midst of crowded streets and public pedestrian movement in summer, without any use of audio commentary and explanation. In terms of color and typography of text, sentences are the base in letter and large font in white, to the left of the screen, and to the right of it a picture of the product model, in a message saying there is more, and challenges and experiences are not over yet. On the representative side, we find it remarkable that the company's representatives are young men, and the focus here is not on the female gender, as in the case of other advertisements. It also presented a daily lifestyle amid crowding, for fullness is often associated with enthusiasm and vitality. We note that the group of youngsters is the happiest and the most smiling, as they are the most patient when it comes to their favorite snacks.

Functional and aesthetic dimensions: Social experience is adopted, but technical means that are usually used to link technology and audience are absent, so interactive design is limited. Regarding aesthetic aspects, time here depends on the amount of period spent in interaction and its taste, while acceptance, understanding, and attraction are based on reverse attraction, in the difficulty of presenting viewer to obtain this snack, and the message it carries that he is indeed worthy of it.

Summary: Advertisement of Fantastic Delites product relies on communicating its idea in a different and reverse manner, with a message that this product bears some difficulty and challenge to obtain it. Criticism is sometimes useful and has an attractive element as we often see happiness and laughter in advertisements, in contrast to anger and boredom that appears here in some scenes, with famous music and some exaggerations.



<https://www.youtube.com/watch?v=jzIBZQkj6SY>

Advertised Product: Live Angry Birds Game

Year: 2011

Ad Type: Interactive Digital Screen and Social Experience

Location/Country of Origin: Barcelona (Spain)

Target Group: Android Users

Design Agency: T-Mobile

Advertising Message: Live Angry Birds

Idea of advertisement / type / goal: The idea of advertisement depends on focusing on available fun at any time and place, to go towards a wide audience, from adults, young people, and young people. It is a game for everyone because its main characteristic is the simplicity of idea and love of fun. In following the goal that the media seeks, it is noticed that not everyone is able to succeed the game, but everyone laughs and is happy, as happiness is formed by experience, specifically by experiencing this game, even without winning. The advertisement also aims to achieve realism, as its experience was characterized by realism, being on the ground first and as you see dolls falling here, there, and hanging on trees. Therefore, the advertisement puts the audience and viewer in a general mood of happiness and intense wit, with a splendid mood of celebration, dancing, fun, and intense enthusiasm. The advertisement is a realization of implicit ideas, including the game's link to happiness and enthusiasm and relieving tension and boredom, and there is no need to win to achieve this, but its experience is sufficient.

Design structure: Technically speaking, we find the advertisement here without a voice of a narrator speaking, explaining, or details. The Angry Birds game provides a unique advertising experience. You can join fun wherever you are, with a speed of movement and scenes, which leads to a desire to download the game and try it directly, as we see music and sound effects belonging to the game itself are strong and clear to put the recipient in the scene for sure. Consequently, the game is made alive in front of an audience, without focusing on a specific gender or age, fun is available to everyone, with bright colors that fill the yard, which are of the game itself, as the advertisement suggests fullness that leads to vitality and enthusiasm in a collective event, which has become more like a festival. The product is presented during its use directly, whereas the advertising image is formed with its realism added, fun and a great integration by an audience, and a fascinating visual attraction that depends on the multiplicity of colors and their distinction, as well as the sound integration, so the advertisement takes the visual reference as its basis.

Functional and aesthetic dimensions: The function of advertisement here depends on foundations, the most important one is attracting an audience through achieving happiness, then calling for experiment and exploiting it for fun. Renewal is one of the aesthetic fundamentals on which the advertisement is based, by integrating game dynamically with the recipient, thus remaining in his mind for a longer time. The advertisement intends to include children, adults, young adults, every user of Android devices, and in the broadest sense every fun-loving person. This advertisement can provide a superior and innovative interactive experience by transforming the game in hands of a participant on the smartphone into a live experience. Thus it is not only a video game but the shots and throws in the game become strikes in front of them as birds fly here and there. This method of digital audio, visual and kinetic interaction also makes the experience difficult to be forgotten, and the audience is psychologically stimulated to start playing and downloading the game and trying it out, so that game's music becomes fun and it's always okay to hear it.

Summary: The advertisement of the famous Angry Birds game stems from wit in the game itself and using of well-known sound effects from it as well, in a direct live

application to experience the game on the ground. In addition to adopting a wide audience of users of different ages, with a primary goal of bringing a smile and laughter to the faces of players and focusing on experience particularly as well as an explicit invitation to pleasure that is derived from it.

11



<https://youtu.be/YTaL910Z-NY>

Advertised Product: Fanta

Year: 2015

Ad Type: Digital Screen and Social Experience

Location/Country of Origin: Australia

Target Group: All Instagram users

Design Agency: Ogilvy

Advertising Message: Print your picture with Fanta

Idea of advertisement / type / goal: The idea of advertisement here is first to link the social networking platform Instagram and everyone's favorite summer drink, Fanta, via billboard or interactive board. Passers-by have a funny experience by taking a picture in front of the interactive board, then placing it on the hashtag Fanta on Instagram, and then getting the picture realistically printed from the interactive billboard, presenting a funny idea that delights the audience and leaves for the experience an impact related to happiness. This advertisement is of a reminding type for old customers and a directing one towards new customers. Surprise and then happiness is noticed on participants' faces. The psychological goal of linking happiness with a product is achieved, as well as collecting more customers and followers on the social media platforms, which contributes to following up on

advertisements and everything new from the company, by presenting new work, and advanced technological ideas. The advertisement seeks to create a general mood characterized by happiness and contentment, and communication signs relied on images and explanatory text.

Design structure: The advertisement depends on the color of a kind of Fanta, which is an attractive and refreshing orange color, associated with happiness and its inspiring fun and confidence. In typography of the font, it depends on large letters with curved ends in a granular style, and its image is characterized by simplicity and smart design without crowding of scenes, as it is a calm pace, as well as the product, is presented in its ready-to-use form. The characters of the advertisement are striking as this advertisement is distinguished by the multiplicity of people from different origins, in a message telling that the product is for everyone and happiness is for everyone as well. The explanatory voice is absent and it is content with text. The advertisement's music is also characterized by a fun, medium pace rhythm and synchronized with the scenes. The advertisement does not use sentences describing its product, taste, or experience.

Functional and aesthetic dimensions: The advertisement design is based on relatively fast-moving scenes, as well as the accelerating movement of pedestrians, commensurate with the rhythm of soundtrack used, which contributed to providing an attractive visual image, easy to be comprehended and stay in memory. With the exception of the first scenes, the focus is on the lower corner of advertising board that shows the product and the idea that the image can be printed. The advertisement has been configured to meet special requirements of interactive design. Whereas technology is integrated with an audience in several ways, specifically, interactive board is available to everyone, with famous social networking site Instagram, and it is possible to transfer live experience to it and then print through the mobile phone. Among foundations of interactive design are possibility and ease of action as well as linkage with technology and movement consisting of motion visual signals, in addition to aesthetics of truly refreshing color, comprehension, and satisfaction.

Summary: The advertisement here depends on providing a relationship between the technology and the user, and it also depends on attracting passers-by on an

interactive board in a new way by connecting their phones and this board on the Instagram. The pictures are taken and obtained immediately, where the followers in this advertisement are obtained in an attractive, fun style.

12



<https://youtu.be/aGx8Z4nimIo>

Advertised Product: Milka

Year: 2013

Ad Type: Social Experience

Location/Country of Origin: Argentina

Target Group: General

Design Agency: David

Advertising Message: We can do it together

Idea of advertisement / type / goal: The idea of advertisement depends on providing an advertising experience based on values of cooperation and patience, and the idea of the consumer goes back to the origin of a product, which is pure cow's milk. To get a chocolate bar from Milka, passersby have to press the button of a public machine and interlock their hands with each other until they reach the cute cow that is moving away to increase the number. Thus the advertisement aims to link a product with values such as cooperation, patience, and teamwork, as well as achieving happiness and satisfaction. The advertisement also deliberately focuses on emotional aspects, with a calm environment that it provides to make the audience itself an advertisement, as it begins with scenes depicting an atmosphere of boredom and monotony before the company comes with its experiments and changes the overall impression. This advertisement is a reporting type about a product, and a reminder to make its customers permanent to bring in more.

Design structure: The music of this advertisement is initially based on a rural environment and a simple farm, in choosing the rhythm of the song and its type, technique, and voice as well. The advertisement attempts to refer to a simple peasant atmosphere, which is the basis for this product by using sentences in thin white lines in the middle of the screen for an explanation. It relied on natural scenes that are linked with it and the lyrics of the song matched it that focused on do it together in an invitation to teamwork with cooperation, with repeating the sentence several times, this is how we get the best types of fresh cow's milk. The image of the product appears in an advertisement in one of its types, which is chocolate bars, then the category of participants including children, elderly, young, and mature. With a crowded space at the beginning of the video that suggests a trend towards activity and work, it introduces a funny drawing of the idea of advertisement, the cow on its right side and the machine on the left, and among the audience with their hands with each other and experimenting.

Functional and aesthetic dimensions: This advertisement cleverly uses social values to form its interactive design, in an attempt to distance the idea of marketing and abstract spirituality from its product, and replace them with friendliness, values, and interdependence. Although the advertisement does not basically use modern technologies, it implements interactivity through ease, portability, short time, and movement. Among the aesthetics of the advertisement is its music, which transforms the atmosphere into a simple farm that its residents and peasants sing with happiness. As it uses the audience to make the advertisement, it can attract by motivating curiosity of passersby.

Summary: Milka goes back to its origins and connects the product with the moment it is made from fresh cow's milk, and thus makes an advertisement that focuses on nice social principles such as cooperation, teamwork, love, and hard work to get what you want. The advertisement here also focuses on emotion to be kept in mind, and there is a chocolate bar as a reward for those who choose to experience this new and distinctive experience.



<https://youtu.be/5QDB7CDD5aA>

Advertised Product: National Geographic

Year: 2013

Ad Type: Augmented Reality

Location/Country of Origin: The Netherlands

Target Group: General

Design Agency: ProRail, NS

Advertising Message: Augmented Reality op Rotterdam Centraal - National Geographic

Idea of advertisement / type / goal: The idea of advertising here comes through making a moving exhibition that travels across the country at different stations in the Netherlands. The exhibition consists of 36 best photographs from National Geographic, as they are shown to all visitors to the stations and give an image of the quality and versatility it has provided for a long time. Virtual reality has been set up that allows passersby to watch and photograph themselves with rhinos, astronauts, dinosaurs, and others. This type of advertisement depends on organizing a photograph exhibition for National Geographic. The goal of the advertisement is to display a large virtual reality to promote the exhibition by integrating digital content with the physical world. This technology allows marketers to create new and interesting customer experiences. This is to reach multiple potential customers when passengers share their experiences via social media.

Design structure: The advertisement depends on the use of colors of real animals along with the use of golden, which represents sophistication, prestige, and

entertainment. As for typography, the identification of real images and symbols was adopted through the use of real-world coordinates, and the design structure adopted the realism of the image by converting the two-dimensional image into 3D images. The advertisement incorporated artificial sounds, vibrations, wind, and rain, and these features build a very realistic audience experience.

Functional and Aesthetic Dimensions: It connects science fiction with reality through modern technology by watching animals, astronauts, and natural forces, as we notice their appearance next to the consumer who is waiting for his train, thus, National Geographic sought not to share with the consumer the experience of a boring brand. Distinguished content was shown to it via augmented reality, and this type of interaction leads to the individual's response and brand recognition. As for the aesthetics of the advertisement, the campaign is distinctive, technically attractive, and visually impressive; augmented reality has improved how we interact with art by making the mobile phone able to interact with artwork to produce a virtual experience. This experiment also showcases augmented reality technology to a wider demographic group in society, and thus seeks to make the real world seem more exciting and adventurous.

Summary: The advertisement was based on the establishment of an exhibition of images that give a beautiful image of the quality and diversity that the brand offers for a long time. Through augmented reality, the visitors to the station see themselves on a large screen with the appearance of animals and storms and the earth turns into water, and we note the ability of the augmented reality to provide an exciting experience. Branding and creating new customers increases sales, enhances commercial public relations and increases product value.



<https://youtu.be/vieQGWIPLYo>

Advertised Product: Banker Financial Corporate

Year: 2017

Ad Type: Interactive Video

Location/Country of Origin: New Zealand

Target Group: General

Design Agency: Snorkel

Advertising Message: Can you destroy the debt?

Idea of advertisement / type / goal: The Banker Company came up with a clever idea to challenge children and adults to practice careful study and financial control through the series entitled “You Can Destroy Debt”, where the player gets the value of 40 dollars from the pocket bank. Then you get out of the house to start your day but after a long time you come across a roadside kiosk. This is where the interactive side of the video comes in as a series of three video clips that pop up on the screen as instructables giving you options to buy. Each option leads to a different outcome, as your spending puts you in a variety of financial situations ranging from immediate repayment to years of crippling debt. The goal of the ad is an attempt to tackle the debt cycle at its roots and provide some experiential learning. This interactive video aims to teach viewers about financial management in a real environment and this marketing technique is great for them to promote their services. If they want something fun and engaging for a completely different experience, they are sure that interactive education is no stranger to Banker because they have made a name in the education technology sector, offering financial education programs.

Design structure: The advertisement did not focus on color as much as it pays attention to the content of the advertisement, as it relied on employing simple and very natural color values. As for the typography, we note that texts are written inside the video in a large size in the advertisement in white and specified in violet to attract the viewer's attention so that they can choose one of the options in the video and the design structure distinguishes it. With simplicity and beauty, the designer here used soft music in addition to verbal texts. From the representative side, we find the video focused on children and did not focus on the elderly or young people, as it presented daily life by narrating the video nicely and simply.

Functional and aesthetic dimensions: In the general design of the advertisement, we note the adoption of experiment to achieve the goal of the advertisement. When it comes to the way the video is viewed, it wants to create something which means that advertisers and parents will not hate watching it either. The technical aspect connects technology with the audience and the interaction focus here is in the video only. As for the aesthetic dimension of the advertisement, it is highlighted through what the advertisement sought to fight and destroy debts as well as through the idea of smart advertising. To challenge children and adults to eliminate debts, as well as through the use of children in advertising, and in terms of understanding and clarity only, the advertisement is very simple and clear.

Summary: Banker's advertisement here relied on delivering the idea in a new and different way. The content is that you can destroy debts and get rid of their weight through an interactive video that allows you to buy from three things and puts each option to lead to a different result. As it puts your spending in a variety of financial situations ranging from repayment from the immediate situation to years of debt, Banker wanted to teach the viewer about financial management in a real environment through a fun short video.

5.4. ANALYSIS RESULTS

General: Interactive advertisements are of informative reminding type, which stays away from direct competition and focus on showing and encouraging positive

aspects of the product; based on its advantages as a product, and not based on its preference over another product.

Several advertisements are based on prevalent social and cultural intellectual ideas, as can be seen in the items 1, 3, 11, 10, to achieve the desired psychological-behavioral goal of linking the product to an idea in the mind of the target audience to continue for a long time. It is noticed that the advertising companies are trying to influence to the farthest extent and move away from the temporary effect, so that the general mood is clear and present, starting with an idea, then design reaching to the effect.

To achieve greater realism and credibility, several models have relied on both scientific and social aspects. The two items (1, 10) rely on university scientific studies for their content, and the content of the two items (2, 13) is based on social networking sites, Twitter and Instagram, to broadcast the idea and goal, while other items adopted social experiences such as 10 and 12.

Scattered interactive billboards in the streets carry stereotyped images that are repeated for long periods, accompanied by widespread sentences and a famous personality, and most were characterized by using images and color, or eligibility of site, but in modern items, it achieves a qualitative leap and a new dimension, whereas billboards became interactive with distinction. This is observed in the majority of items, with varying amounts and realism of this interaction. They are interactive billboards, live and direct experience, as in items 9, 7, 11, and linked to current technology as in items 2, 3, 13.

Some items adopt advanced communication techniques such as augmented virtual reality, as in 12, as well as rely on satellites in direct linking between the parties from a technical side, as in item 4, and we see a diversity of active experiences on the ground, which are connected with general tendencies of an audience, as in items 2, 5, 11.

Interactive advertisements have adopted using smartphone applications to connect themselves with a general target audience and achieve acceptance and enjoyment, and this is applied in models 2, 6, 11, 13 in varying degrees.

Interactive advertisements are not without psychological impact on consumer behavior, physical health dimensions sometimes, environmental preservation, as well as ethics of cooperation, as in items 2, 11, 14, as well as linking product to a specific feeling or a specific desire and link is achieved by the subconscious mind as this product prevents drowsiness and boredom, and the other brings happiness and flattery, etc. as in the two items (1, 7), and some advertisements provide educational instructions as in the other two items (10, 14).

In contrast to common advertising techniques, advertisements are characterized by two common features, which are simplicity and a sense of humor, as they search for the easiest and simplest means to convince the consumer of the product by linking it to fun and enjoyment, where this type is connected with wide age group from children to adults, whereas no one of them refuses simplicity or fun as in items 1 and 7.

In terms of competitive aspects among advertisers, it is noted that focus is on indirect implicit technique and advertisers' dependence on their advantages and what their audience could like neither mentioning the competing product to them nor making attempt to mention the defects of another product. Therefore, the competitive impact of advertisements is in the long run.

Designing technique: Most advertisements are characterized by joy and a cheerful atmosphere, and the methods of their presentation varied, in addition to some of them having special features, as follows:

- Wit and simplicity: items 1, 5, 7.
- Happiness that comes from a new experience: items 2, 3, 7, 13.
- Enthusiasm: items 2, 9.
- Amazement and surprise: item 4.
- Laughter and fun: items 4, 5, 11, 12.
- Smile: items 2, 3, 4, 9.
- Realism: items 1, 5.

- Positivity: items 5, 7.
- Reverse technique: items 1, 8, 10.
- Gifts and prizes: items 1, 2, 7, 14.
- Implicit questions: items 4, 8.

Trait	Percentage %	Trait	Percentage %	Trait	Percentage %	Trait	Percentage %
Wit	8.1	New Experience	10.8	Surprise	2.70	Enthusiasm	5.4
Reward	8.1	Implicit Questions	5.4	Fun	5.4	Smile	10.8
Laughter	5.4	Realism	5.4	Positivity	5.4	Reverse Technique	8.1
Challenge	5.4	Prizes	10.8				

Table 3 The proportions of traits present in the samples

It seems that the biggest advertising tendencies are topped by the trait of happiness and laughter associated with live experience on the ground, followed by a funny sense of humor and rewards offered to the audience, with a preference for reverse technique in presenting the idea; that is “I give you the result of not consuming or using this product and you decide for yourself”. It is also noted that humor is completely far from irony, or grasping the weaknesses of a competing product. Wit stems from advertising scenario and its idea, and joy appears in the consuming audience when play, entertainment, experience, and taste, as well as in flattery and kindness as in item 7. As for realism, the realism of the product and its qualities has exceeded the reality of the advertisement itself and the ability to experience it directly, as well as the short time needed to experiment and obtain the result, and the challenge trait occupied an important place in advertisements as if the advertiser is patiently waiting for those willing to challenge, as not everyone dares to experiment, but it becomes easier after the first volunteer.

Designing Idea:

1- Intellectual Reference: It is noticeable in advertising items that they pursue the advanced and prevailing spirit of the age, as historical and religious references were absent, and it has been focused on prevailing social context, and that is by taking advantage of different technology in interactive advertisements in social marketing. Social marketing through interactive advertisements has more impact on the recipient than traditional advertising messages, as it is one of the most important areas of marketing, as modern marketing is not limited to goods only, but is concerned with services ideas, concepts, and social values as well. In addition to the social context, it also focuses on the cultural environment, and some items reinforce their scientific and psychological content.

Intellectual Reference	Item	Percentage%	Intellectual Reference	Item	Percentage%
Social	7-5-2-1-11	26.3	Cultural	10-3-11-13-4 -1	31.6
Intellectual Reference	Item	Percentage%	Intellectual Reference	Item	Percentage%
Scientific & Psychological	12-9-6-1-14	26.3	Statistical	9-10-1	15.8

Table 4 Intellectual reference

1- Interactive advertisements in general depended on prevailing cultural references for individuals, as the product is linked to well-being culturally, as well as the way it is presented to the prevailing culture, as well as in payment, purchase, and shopping, as in items 1, 11, 13.

2 -Some items are concerned with scientific facts or results are drawn from studies and statistics, as in 1, 10.

3 -Some items are concerned with providing educational and cultural messages, such as urging cooperation, warning against dependence on debts, psychological benefits of trips, and psychological value of kind words; that is, it has gone beyond the advertising aspects to others with a farther impact.

2- Economical Dimensions: Interactive advertisements are organized into three main types: reminding advertisement of product to attract old and new customers together, promotional informative advertisement that introduces a new product, type, or service for an old product, and then the prescriptive type that informs the audience of usage information, new features or a method to get something specific, like the following:

Advertisement Type	Items	Percentage
Reminding	1-3-7-8-2-6-11-13	47%
Informative	4-11-12-10	23.5%
Prescriptive	13-2-9-10-5	29.4%

Table 5 Economical dimensions

Naturally, most advertisements are reminders of a product we know that renews and develops its services as well as presents its advantages in a modern, new and competitive technique.

There is a predominance of reminding economic dimension, as most of the products are famous and well-known products, such as Nescafe, Nutella, Fanta, Coca-Cola Zero, and others, so they are of a reminding type, at a percentage of 47%.

Prescriptive advertisements focus on directing and informing the public of a new feature and idea, such as the product's validity for certain smart devices and the method of downloading them as in item 5, as well as informing about the method of usage to obtain the new feature as in items 2, 13, as well as providing a direct live experience of using the product as a special presentation, as in item 9.

Diversity of presenting informative type for complete informing of what was not known, as in items 4, 10, 12, or informing the public of a sub-type of the original product and its features, as in item 11.

Typographical Elements: Typographical elements emerged from their relationship with the products and the idea of advertising companies in marketing offering and presentation, and rarely departed from the nature of this relationship, and the following can be concluded:

1- Contrast of focus between content and scenario of the advertisement itself and the typographical elements present in it such as music, color, sound, etc. and each serve the other in the presentation, as we see color in consistency with the successive images and scenes, as we see a musical pattern that changes from one scene to another, the sound varies and disappears as well as it appears in line with details of the scene, time and speed of visual movement. We notice this in the items 1, 2, 12, for example.

2- Color values in interactive advertisements are borrowed from the colors of the product itself, as they carry special connotations when selected, and the color connotations are consistent with the advertising idea, as in the items 2, 7, 13.

3- Diversity of music usage in interactive advertisements is between classical or well-known symphonies, as in item 8, and between medium-tempo and quiet music consistent with pictorial scenes, and varied in the same advertisement, between quiet and noisy, as in item 1. In some items, music is muted or had a low volume, with only the added commentary, or some of the sounds of the product itself are added, such as pouring drink into the cup.

4- We see appearing of girls in a red dress, as in the items 1 and 13. In the first item, they wear shorts to send a customary suggestion, but this type was absent in the rest of the models, rather it adopted laughter, happiness, and fun. A famous actor features in item 7, not for his personality, but his wit, humor, suitability for the advertising idea and design, and his mastery of this specific role.

5 -The target group of the audience expands significantly, and includes everyone - literally - as in some items such as 5, 7, 8, 10, 12, 14. The product, despite its common association with young people, for example, is directed towards every one of different age groups, young people, children, adults, and the elderly, while some items are directed towards a specific group such as adolescents and young adults, as in the items 2, 3, 11, or adults and the elderly only, as in the items 1, 4, 12, or children only, as in item 9, as the orientation depends on the idea and scenario. Then come the interior and exterior design of the advertisement, as well as sound, movement, drawings, and music.

6- There is similarity of employing writing, sentences, and texts in interactive advertisements, despite some features of the difference such as simplicity and employing white being an illustrative feature in the middle of the screen and rarely on its side, and it appeared in the items 2, 7, 12, and it appeared almost non-existent in the item 1.

7 -Explanatory data are numerous, but direct consumer urging is absent from it, and it is one of the rejected methods in successful advertisements. As for the real guidance and marketing stimulus, it is hidden and indirect, and if it appears, it is acceptable for its kindness, as in the items 1, 7, 11, 13; reliance is also reduced greatly on a sound explanatory statement and it is satisfied with short sentences and signs, even if it is called the pleasant side advertising, with the adoption of gesture and silent actor, especially in items 4 and 9, and interactive movements are also added as explanatory data, as in item 9.

8- Some of the connotations of supporting colors and colors of the natural environment are borrowed, as well as colors of the product itself, as in the two items

1 and 4, and the speed of the scenes varied from very fast as in the items 2, 11, 13 to slow and quiet, as in the items 4, 6, 14.

9- We see advertising companies focus on the natural environment and investing in a geospatial environment of interactive billboards, as well as in choosing appropriate timing in terms of daily traffic and movement, and even considering holidays, and the technique of attraction and drawing attention as well.



6. CONCLUSION AND SUGGESTIONS

6.1 CONCLUSION

Previous advertising models generally emerged from cultural and social contexts and prevailing intellectual patterns in their surroundings, starting with intellectual impressions and ending with modern technological habits, social networking sites, and modern purchasing and shopping methods.

Adoption of the selected advertisements on interactive billboards came from these panels because of their influence, and the advertisers have greatly benefited from them. Close connection with modern technology and contemporary technical development, the Internet, smartphones, and their advantages came as a result of the developments taking place in the current era. Multimedia advertising promotion, which is based on innovation and diversity, uses a lot of interaction due to its ability to influence the consumer, which gives the experience a clear dimension of distinction and difference.

Advertisers' interest in consumer psychology is evident, which means that advertisers know the awareness, environment, and tendencies of the consumer, and then are able to activate the advertisement and convince the recipient of the quality of the advertised product, and that this will be firmly rooted in the consumer's mind in the long run.

There has been an adoption of dynamic aspects in advertising; employing the faces of celebrities and enticing the product through them has become a vulgar technique that has little effect on a conscious audience, despite its effectiveness at times. The audience is accustomed to direct advertisements in presentation and there appear ideas for the advertisement's ability to attract a wide audience indirectly.

Digital interactive advertisements give a tangible experience that is difficult to ignore or forget, especially since they come by chance to the recipient or customer. The power of interactive advertisements stems from several psychological aspects, the most important of which is the recipient's lack of feeling that he is being targeted and compelled to buy, as the experience is optional and practical most of the time.

The current era is characterized by technological digital life par excellence, and ignoring this fact when advertising design is impossible if striving for its success. Interactive advertisements in general need sophisticated modern designs that are commensurate with the change and renewal of this experience.

By reviewing the previous literature, we note that many studies have confirmed the effectiveness and importance of interactive advertising by emphasizing its impact on the consumer and thus its impact on marketing. Given this importance, the current study tried to analyze the current state of interactive advertising and provide some clues for related effectiveness to increase the marketing of goods and services. Many researches have also shown the significance of interactive advertising in enhancing social and cultural communication skills and also of digital technology in influencing modern advertising.

The current study, therefore, proposes the possibility to enhance the types and methods of interactive advertising by relying on its actual importance in marketing goods and services. It should be noted that the descriptive approach was considered appropriate for the nature and objectives of the current study.

6.2 SUGGESTIONS

Companies, institutions and related parties should benefit from modern interactive advertising experiences in designing a new competitive advertising environment that rejects vulgarity and repetition, and adopt interactive ideas related different types and techniques, to achieve desired goals, not just new ones.

The importance of creating and designing advertisements derived from the social and cultural context of the target audience should be enhanced, staying away from imitation and repetition, while respecting the consumer and their desires and opinions.

Target groups could be enhanced through the result that is achieved and not through the scenario only, focusing on useful parts and not pumping a large number of ideas or using a large number of techniques in one item.

The great value offered by simplicity and ease in advertising designs should be widely acknowledged. So that there will be no need to focus on pumping techniques, means, and colors, whereas simplicity in the presentation may just be able to achieve what several opposite advertising models cannot.

Advertising institutions could develop a direct interest in interactive designs that contribute to the development of aesthetic taste of individuals and society, in line with their customs and traditions.

Development courses and workshops could be offered for professionals working in the field of interactive advertising design, in order to help them to improve their operational skills in design and technical ways.

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